

Hello Endicia Partner,

You have helped us to become innovators in postage technologies. Your support is invaluable. The following brand guidelines will help to maintain consistency across numerous platforms as well as websites.

COMPANY NAME AND PRODUCT NAMES

- Please DO NOT REFER to our company as DAZzle, Label Server, DYMO, Dymo, Endicia DAZzle, Envelope Manager or any other combination.
- Below are Endicia's trademarks as they should appear in text. Please note that the product name should be immediately followed with the generic term for the product in order to protect the trademark. For example, Endicia Professional™ service, Stealth Postage™ feature, or DAZzle® software:
 - Endicia Label Server™
 - Endicia Professional™
 - Endicia Premium™
 - Endicia Standard™
 - Endicia Platinum Shipper™
 - DAZzle®
 - Endicia® for Mac
 - DYMO Stamps®
 - DYMO Printable Postage™ (DYMO Printable Postage™ was formerly known as InstaPostage. Please do not use InstaPostage terminology.)
 - PictureItPostage™
 - Stealth Postage™
 - Dial-A-Zip™

Please replace all logos and Endicia company descriptions with the following. The company descriptions come in various lengths. Please feel free to use the one that fits best. Please do not edit the descriptions or logos. If you have any questions, please contact Ben Ocken at ben.ocken@endicia.com. Please also send him all press releases prior to distribution for review purposes. Thank you.

ENDICIA COMPANY DESCRIPTION (100 WORD)

Endicia is the leading provider of innovative and intuitive shipping technologies and services. We deliver value by creating breakthrough shipping solutions that help global businesses, small and big, reach their customers. Our consultative style means that whether you are running an eCommerce business, an expansive warehouse, or a business out of your home, Endicia can help you run your operations more smoothly and function more successfully. Endicia also offers seamless access to USPS® shipping services through our integration with more than 200 ecommerce partner solutions. Endicia has printed over \$10B in postage and is a trusted partner of the U.S. Postal Service®.

ENDICIA COMPANY DESCRIPTION (65 WORD)

Endicia is the leading provider of innovative and intuitive shipping technologies and services. We deliver value by creating breakthrough shipping solutions that help global businesses, small and big, reach their customers. Our consultative style means that Endicia can help you run your operations more smoothly and function more successfully. Endicia has printed over \$10B in postage and is a trusted partner of the U.S. Postal Service®.

ENDICIA COMPANY DESCRIPTION (50 WORD)

Endicia is the leading provider of innovative and intuitive shipping technologies and services. We deliver value by creating breakthrough shipping solutions that help global businesses, small and big, reach their customers. Endicia has printed over \$10B in postage and is a trusted partner of the U.S. Postal Service®.