



Endicia

ENDICIA[®] NO MONTHLY FEE POSTAGE SOLUTIONS NOW AVAILABLE IN-STORE AND ONLINE AT NATIONAL OFFICE SUPERSTORES

DYMO[®] Printable Postage Sheets by Endicia Allow Customers to Print Postage Right from their PC or Mac, With no Contracts or Commitments

PALO ALTO, Calif., March 9, 2010 – Today, Endicia announces nationwide availability of its Internet Postage solutions at office superstores and office supply catalogs, including OfficeMax and Staples.com with Office Depot coming soon. DYMO Printable Postage, powered by Endicia, has helped thousands of businesses improve office efficiency by eliminating unnecessary Post Office™ trips for purchasing stamps.

Endicia, the leader in Internet Postage with more than \$4B in postage printed, has over 25 years of experience in the postal industry. Endicia understands that many people need a postage printing solution but do not have enough volume to warrant a monthly service fee and plan.

DYMO Printable Postage Sheets are the only no monthly fee, no commitment postage printing product on the market. These self-adhesive, non-dated label sheets allow customers to print U.S. Postal Service[®]-approved postage right from their desktop, PC or Mac, using any standard printer. Users can fulfill mailing needs by printing postage with no monthly service fees, no special equipment and no trips to the Post Office. Postage is easily purchased through the account. And DYMO Stamps, a roll version of the sheet product, can be used with premium models of DYMO LabelWriter printers - providing the added bonus of printing one label at a time and thermal ink-free printing technology.

“The availability of DYMO Printable Postage Sheets is a real boon for our customers,” says Amine Khechfe, general manager for Endicia. “Now, small and medium-sized businesses can stock-up on DYMO Printable Postage Sheets from their local store and print postage using Endicia without the added cost of a monthly service fee.”

Additional features and benefits include:

- Software that determines the right amount of postage, without overpaying
- Ability to print postage anytime, day or night, for added convenience
- Flexibility to print different denominations, including First-Class Mail[®] (1-13 oz.), Priority Mail[®] Flat Rate Envelopes and Boxes, Express Mail[®] Flat Rate Envelopes, First-Class Mail International™ (1 oz.) and Postcard rates
- Automatic software updates during Postal Service™ price changes without additional costs

To get started using DYMO Printable Postage, visit <http://www.endicia.com/Products/NoFee/>.

For more information on Endicia products and services, visit www.endicia.com. Follow Endicia on Twitter @Endicia.

U.S. Postal Service®, *First-Class Mail®*, *Priority Mail®*, *Express Mail®*, *Postal Service™*, *Post Office™*, *Delivery Confirmation™* and *Signature Confirmation™* are among the many trademarks of the United States Postal Service. All other trademarks are property of their respective owners.

About Endicia

With over 25 years of experience in the postal industry and more than \$4 billion in postage printed, Endicia is the leading Internet Postage service provider. Endicia lets users print postage with just a computer, printer, and an Internet connection. Integrated into more than 100 applications, Endicia's PC and Mac applications allow users to print postage and shipping labels for all domestic and International mail classes that can be purchased at the Post Office™ retail counter. Endicia's functionality includes discounted Delivery Confirmation™ service and Signature Confirmation™ service, discounted Endicia Parcel Insurance, Stealth Postage™ and pre-filled customs forms. Endicia's PictureItPostage™ service allows businesses and individuals to print customized postage with their logos, images, or pictures. In 2009, La Poste, the French Postal Service, chose Endicia for its experience in the market, to launch MonTimbrenLigne, allowing small office/home office users to design and print custom postage at no extra cost. In 1989, the company received the first annual U.S. Postal Service® Quality Supplier Award, the Industry Star Award in 2004, and the U.S. Postal Service Corporate Business Achievement Award for Outstanding Performance in 2008. For more information, visit www.endicia.com.

About Newell Rubbermaid Technology Global Business Solutions

In a world that demands greater productivity and measures it at every opportunity, Newell Rubbermaid's global technology solutions provide businesses, educational institutions, and consumers with innovative and easy ways to share, manage and organize information with improved efficiency and satisfaction. Our global technology brands are organized into four solutions:

- DYMO® Printing and Labeling Solutions are comprised of DYMO label makers and label printers, postage printing and CD/DVD printing solutions (www.dymo.com).
- CardScan® Contact Management Solutions are comprised of CardScan business card scanners and contact management software featuring CardScan At Your Service™ (www.cardscan.com), and DYMO File® software for document scanning into digital files (www.dymofile.com).
- Endicia® Internet Postage Solutions are comprised of Endicia online shipping and mailing solutions (www.endicia.com) as well as customized postage solutions (www.pictureitpostage.com).
- mimio® Interactive Teaching Solutions are comprised of mimio interactive whiteboard technology, digital ink recorders and student response systems (www.mimio.com).

These global technology brands complement the growing family of leading Newell Rubbermaid brands including Calphalon®, EXPO®, Goody®, Graco®, Irwin®, Lenox®, Paper Mate®, Parker®, Rolodex®, Rubbermaid®, Sharpie® and Waterman®.

###