



Endicia

## DYMO™ ENDICIA® NAMED AS FINALIST IN 2011 AMERICAN BUSINESS AWARDS<sup>SM</sup>

### *DYMO® Printable Postage Sheets Named Stevie® Awards' American Business Award Finalist in New Desktop/End-User Software Category*

**PALO ALTO, Calif. — May 16, 2011** — DYMO Endicia, a leading provider of shipping and mailing postage technology solutions with more than \$6 billion in postage printed, has been named a finalist by the 2011 American Business Awards in the New Desktop/End-User Software category for [DYMO® Printable Postage Sheets](#).

“DYMO Printable Postage has helped thousands of businesses improve office efficiency by eliminating trips to purchase stamps and from overpaying postage costs,” said Amine Khechfe, general manager, DYMO Endicia. “This is a huge achievement for DYMO Endicia and is a testament to our ability to provide tools to help our customers move their businesses forward.”

The American Business Awards is the nation’s premier business awards program. All organizations operating in the U.S. are eligible to submit nominations – public and private, for-profit and non-profit, large and small. The American Business Awards is one of four programs that comprise The Stevie Awards.

DYMO Endicia has the only no monthly fee, no commitment postage printing product on the market. Customers print postage on the self-adhesive, non-dated label sheets right from a PC or Mac using any standard printer. DYMO Endicia’s unique DYMO Printable Postage software helps businesses simplify their mailing processes by determining correct postage and enabling postage printing any time of day, eliminating trips to the Post Office™.

DYMO Printable Postage Sheets are available nationwide at office superstores and via office supply catalogs, including OfficeMax and online at Staples.com, making stocking up on printable postage sheets easier than ever before.

DYMO Endicia was selected as a finalist from more than 2,800 nominations submitted by organizations of all sizes and in virtually every industry. Finalists were chosen by business professionals nationwide during preliminary judging in April and May. Stevie Award winners will be selected from among the finalists in each category next week by members of ten specialized final judging committees. More than 150 executives will participate in judging this year.

DYMO Endicia is also a candidate for the People’s Choice Stevie Awards for Favorite New Products, whose winners are determined by public vote. To vote for DYMO Printable Postage visit <http://www.stevieawards.com/FavoriteNewProducts.peopleschoice/default.cfm> and enter code **K894F**. Online voting is open through Friday, June 3.

This year’s Stevie Award and People’s Choice Stevie Awards for Favorite New Products winners will be announced during the annual gala on Monday, June 20 at the Marriott Marquis Hotel in New York City. More than 600 executives from across the U.S. are expected to attend. The event will benefit Camfed ([camfed.org](http://camfed.org)), which fights poverty and HIV/AIDS in Africa by educating girls and empowering women to become leaders of change. The ceremonies will be broadcast on radio nationwide by the Business TalkRadio Network.

Details about The American Business Awards and the list of finalists in all categories are available at [www.stevieawards.com/aba](http://www.stevieawards.com/aba). For more information on DYMO Endicia, please visit [www.endicia.com](http://www.endicia.com).

*The Post Office™ is among the many trademarks of the United States Postal Service.*

### **About DYMO Endicia**

DYMO Endicia provides customizable, easy-to-use and affordable shipping and mailing solutions. With more than 25 years of postal industry experience, DYMO Endicia is the leading provider of shipping and mailing postage technology solutions with over \$6 billion in postage printed. For more information on DYMO Endicia products and services, visit [www.endicia.com](http://www.endicia.com). Follow DYMO Endicia on Twitter @DYMO\_Endicia.

### **About the Stevie Awards**

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and The Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at [www.stevieawards.com](http://www.stevieawards.com).

### **About Newell Rubbermaid Global Business and Technology Solutions**

DYMO is the master brand name for the Newell Rubbermaid Global Technology Solutions portfolio. In a world that demands greater productivity and measures it at every opportunity, DYMO provides businesses, educational institutions and consumers with innovative and easy ways to share, manage and organize information with improved efficiency and satisfaction. Our DYMO global technology brands are organized into four solutions:

- DYMO® Labeling Identification Solutions include DYMO hand-held label makers, PC connected label and postage printers, plus Industrial labeling tools ([www.dymo.com](http://www.dymo.com)).
- DYMO™ CardScan® Contact Management Solutions include CardScan business card scanners and contact management software ([www.cardscan.com](http://www.cardscan.com)).
- DYMO™ Endicia® Postage Technologies include Endicia online shipping and mailing services ([www.endicia.com](http://www.endicia.com)), as well as customized postage ([www.pictureitpostage.com](http://www.pictureitpostage.com)).
- DYMO™ / Mimio® ITT (Interactive Teaching Technologies) include Mimio interactive whiteboard technology, digital ink recorders, document cameras, student response systems and engaging lesson plan content ([www.mimio.dymo.com](http://www.mimio.dymo.com)).

These global technology brands complement Newell Rubbermaid's strong portfolio of global brands, which also includes Rubbermaid®, Sharpie®, Graco®, Calphalon®, Irwin®, Lenox®, Levolor®, Paper Mate®, Waterman®, Parker®, Goody®, Rubbermaid Commercial Products® and Aprica®.

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