



PRESS RELEASE

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## Endicia Announces PictureItPostage™ for Mac 2.0 New Universal Application Features Improved Editing, iSight Integration and Discounts on Multiple Sheet Orders

Palo Alto, Calif., January 30 2006 – Endicia™ today announced their next generation Tiger-only customized postage application, PictureItPostage™ for Mac V2.0. PictureItPostage lets consumers create postage using their own pictures for special mailings such as wedding and birthday invitations, holiday cards and thank you notes. PictureItPostage for Mac V2.0 seamlessly integrates with iPhoto and features iSight integration, multiple sheet discounts, and easy image editing. This application is a Universal Application and is available immediately at <http://mac.endicia.com/pictureit/>.

### A Universal Application

PictureItPostage for Mac 2.0 is one of a rapidly growing number of Mac applications which can run on either the PowerPC or Intel platforms. Customers using the PowerPC can take advantage of all the new features in PictureItPostage for Mac 2.0, while those on the new Intel platform will also benefit from the speed of the Intel chip.

Creating PictureItPostage for Mac 2.0 was facilitated by excellent developer tools and assistance from Apple. “All I had to do was open up my project in the new Xcode 2.2 and check the checkbox to build a Universal Binary,” said Aaron Tuller, Manager of Development for Endicia’s PictureItPostage, “It took longer to copy over my source code to the test machine then to build the application.”

“Our new Intel based iMacs and Mac OS X Tiger feature a wealth of technologies for consumers to get the most out of their digital images,” said Ron Okamoto, Vice President of Worldwide Developer Relations. “Endicia continues their complete support of the Mac platform by extending their existing USPS PictureItPostage application to include support for our new Intel-based Macs.”

### New Features and Discounts

Customizing postage with PictureItPostage for Mac is a true Mac experience. It seamlessly integrates with iPhoto, giving users an easy way to create postage from any

photo in their collection. PictureItPostage for Mac also lets users snap candid shots with their iSight cameras. Users can easily edit images on their Mac to zoom, crop, rotate, and apply filters; and use a simple interface to select the orientation of the image, denomination of postage, and colors. The stamps, printed 20 to a sheet, are shipped to the customer within 6 business days.

“The creativity and individuality of the Mac community continues to drive innovation in Mac OS X,” said Dr. Harry Whitehouse, CEO of Endicia. “We are pleased to continue the evolution of customized postage so that our customers can take advantage of all that Tiger has to offer and create the most beautiful expressions in the mail.”

PictureItPostage allows the customer to choose between portrait and landscape orientations for their stamps, and provides 46% more area for the customer's image than competing services. Featuring an elegant serration design on all four sides of the stamp, and allowing customers to pick any color from their image as the background color, PictureItPostage stamps are the ultimate in personalization.

PictureItPostage for Mac V2.0 is a Tiger-only application built from the ground up to run on Apple's latest operating system and offers customers the following benefits:

- Integrates with iPhoto, giving customers fast access to their iPhoto library, including all their smart albums and Photocasts.
- Allows customers to take snapshots easily from iSight cameras.
- Allows customers to drag-and-drop images and folders of images from outside of iPhoto.
- Utilizes Core Image to provide stunning photographic effects.
- Allows customers to apply multiple filters and drag-and-drop in the order they are applied.
- Allows instant search for any photo on the customer's Mac using Spotlight.
- Sets background and font colors using the eye-dropper to easily pick colors from a photo.
- Gives customers the choice of Portrait or Landscape formats, animating the switch from one layout to the other.
- Allows customers to order a variety of postage denominations including: postcard, First Class 1 ounce, oversize, 2 ounce, 3 ounce, 4 ounce and Priority Mail.
- Is built using the latest Quartz image rendering.

Endicia received authorization from the U.S. Postal Service® to begin a one year test of PictureItPostage starting on June 2, 2005. Content guidelines to meet the requirements of this test are posted in the Terms and Conditions at [www.PictureItPostage.com](http://www.PictureItPostage.com).

### **About Endicia Internet Postage**

Launched in 2000, Endicia ([www.endicia.com](http://www.endicia.com)) is a leading Internet Postage service that allows users to print complete, postage-paid envelopes and labels for domestic and international mail. Endicia needs only a PC or Mac, an Internet connection, and a laser or inkjet printer – no hardware to lease or install. The service is available at [www.endicia.com](http://www.endicia.com) including a free 30-day trial. Endicia is offered by Envelope Manager Software, a leader in desktop mail software, with over 20 years of experience in the postal industry. The company's founders have supported essential elements of the U.S. Postal Service's nationwide automation effort. In 1989, they received the first annual U.S. Postal Service Quality Supplier Award; in 1993, Envelope Manager became the standard software for address hygiene and bar-coding at the U.S. Postal Service; and in 2004, Endicia received the U.S. Postal Service Industry Star Award.

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