



PRESS RELEASE

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United States Postal Service Gives PictureItPostage for Business™ Stamp of Approval to Offer Businesses Customized Postage Endicia Introduces PictureItPostage Designer for Windows version 1.0

PALO ALTO, Calif., -- May 16, 2006 - Endicia, the largest distributor of Internet (PC) postage by volume in the United States, today announced that the Company has been authorized by the United States Postal Service (USPS) to allow businesses to create customized postage. Using PictureItPostage for Business, companies can easily create postage depicting their logo, new product, or advertising message.

"We are pleased that the USPS has authorized us to sell customized postage to businesses," states Mark Delman, Vice President of Marketing for PictureItPostage. "We have a long-standing, award-winning relationship with the USPS and are excited that our service now offers companies a powerful new way to increase their brand awareness, capture the mail recipient's attention, and help differentiate the company from its competitors."

Delman adds, "PictureItPostage for Business is ideal for business correspondence, flyers, direct mail pieces, brochures, annual reports and other important business communications."

With PictureItPostage, businesses can:

- Create postage featuring a logo, business photo or other advertising graphic using the online service or desktop design tool to rotate, crop, zoom, and adjust the design;
- Choose the color of the border and text to compliment their logo, advertising graphic or business photo;
- Select the denominations of postage.

PictureItPostage for Business is valid United States postage. It is based on PC Postage technology that the Company developed in 2000 to create and distribute postage over the Internet. Endicia is currently leading distributor of PC Postage by volume in the United States and has been approved by the USPS to sell PictureItPostage both for consumer and business use.

To utilize PictureItPostage for Business, users can either log onto www.pictureitpostage.com and use Endicia's web based tools or download the company's postage design software to their computers and create postage from their

desk tops. Mac users with OS 10.4 (Tiger) or higher can download the application at:
<http://download.endicia.com/PictureItPostage.dmg>

New Windows Desk Top Software Released

Mac users have had the option to design and purchase customized postage using free design software available on Endicia's web site. Now consumers and businesses on the Windows platform will have the same option.

PictureItPostage Designer for Windows version 1.0 let's users create customized postage with the speed and convenience offered by a desk top application. Users can select a desired image or graphic from a folder on their computer and then design and purchase postage.

PictureItPostage Designer for Windows provides tools that make it easy for users to create customized postage. Users can edit their images and graphics with crop and zoom tools. They also have the option to choose either a vertical or horizontal orientations for their postage and adjust the text and background colors to match or compliment a color in their logo, graphic, or picture.

PictureItPostage Designer for Windows version 1.0 is now available for download at:
<http://download.endicia.com/PipDesign/PipDesignerWebSetup.exe>

Customers interested in creating mailings greater than 10,000 pieces should contact, Mark Delman, Vice President of Marketing, PictureItPostage at 650.321.2640 ext. 135 or mark@endicia.com

About PictureItPostage

Launched in 2000, PictureItPostage is a product of Endicia (www.endicia.com), a leading Internet Postage service that allows users to print complete, postage-paid envelopes and labels for domestic and international mail. 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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