

NEWS RELEASE

For Immediate Release

Neopost Takes On Soho Market With Comprehensive Product Approach To Digital And PC Postage

WASHINGTON, D.C., August 10, 1999 — Neopost Inc. will pursue the small office/home office (SOHO) market for digitized postage with products and services that give U.S. Postal Service customers a choice in how they download and print postage without having to change providers, company President Neil Mahlstedt said today, following the official launch of PC Postage.

"We built our SOHO strategy around a line of products because, with 30 million customers out there, we're certain they're not all going to want to print postage the same way," Mahlstedt said. "If one of our customers finds that their first selection doesn't work for them, we want to be the ones providing the alternative."

PC Postage products print postage directly onto envelopes and labels in the form of an Information Based Indicia — a two-dimensional barcode containing security and mail processing information.

The Hayward, Calif. company has one SOHO product, Simply Postage™, on the market, and expects to have two PC Postage systems available at the end of the year.

Neopost launched its digital postage product line earlier this year with sales of Simply Postage, a computer-integrated metering system available for both PC and Macintosh operating systems. Simply Postage uses personal computing technology to download, store and print digital postage on self-adhesive labels from a dedicated thermal printing device.

PC Stamp™, Neopost's "offline" PC Postage product, downloads and stores postage within a wallet-sized electronic vault that attaches to a personal computer's serial port. Customers print postage, along with the return and destination address, directly onto envelopes using their computer's printer. Because PC Stamp stores postage, customers do not have to log-on to the Internet each time they need a "stamp."

PostagePlus™ is an "online" PC Postage™ product that downloads and prints postage directly from Neopost's secured Web-server. Like PC Stamp, PostagePlus verifies addresses, manages mailing lists and keeps records of business mail for tax and billing purposes.

About Neopost

The Neopost Group is a leading provider of mailing systems, addressing systems, document handling systems, logistics systems, and e-postage products worldwide. Neopost Inc. is headquartered in Hayward, Calif., where the corporate offices, customer service and product development departments for the Neopost Group in North America are located. Local sales and support are available throughout North America.

Neopost is the world leader in sales and development of desktop and tabletop folder inserters. Neopost's innovations in the folder inserter market include: the first compact desktop folder inserter; the first tabletop folder inserter that inserts into both flats and business-size envelopes; and high security optical mark reading similar to costly floor models.

Neopost's history dates back to the 1920s when the organization's founders introduced the first postage meters in Europe. Over the years, the company has continued to serve as a leader in the design and manufacture of modular mailing, logistics, document handling and e-postage products. The Neopost Group has operations in the world's top mailing markets: the United States, Canada, France, and the United Kingdom. Today, Neopost's products are sold in 70 countries.

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