

Neopost USA Introduces The Simple, Powerful Choice For Small Business and Home Office Mailing

Smart mailing technology and innovative Apps streamline the way you process mail

MILFORD, CT, November 17, 2011 - Neopost USA is launching a series of new desktop mailing systems; the Neopost IS-280 iMeter™ postage meter and the Hasler IM280 iMeter™ Postage Meter. Deemed the Simple, Powerful Choice for Small Business and Home Office Mailing, these new solutions provide features and functionality beyond the traditional postage meter.

The 280 iMeter™ offers customers a simple mail processing experience. A large integrated scale accommodates postcards, envelopes and small packages with ease, while providing a clear view of the display panel. The rate wizard simplifies the process of selecting the correct postal rate and class by offering users clear step-by-step instructions. A series of shortcut keys save time and eliminate the number of keystrokes required to process items. Ad slogans, personal text messages and customized company logo's help advertise and promote your business.

An internet-connect smart device, the 280 iMeter™ supports a series of standard and optional Apps. The 280 iMeter™ can connect directly to a PC for maximum control and convenience. Once connected, operators can perform functions such as downloading postage directly from the desktop. From processing items utilizing discounted postal rates for USPS® Extra Services, to tracking and reporting postage expenses by department and postal class, the 280 iMeter™ Apps provide the tools for enhanced mail management and cost control.

For more information on the 280 iMeter™ postage meter and Apps, visit:

www.neopostusa.com.



PRESS RELEASE

#

About Neopost USA

Neopost USA, headquartered in Milford, Connecticut, is the American operating company of the Neopost Group, based in France. With its two flagship brands of Neopost and Hasler, Neopost USA partners with its customers to help them achieve higher levels of efficiency, control and value in their mailing operations. Neopost USA is known for its broad line of mailing and shipping systems and mail support equipment, such as mailing machines, postage meters, folder/inserters, address printers, tabbers, mail sorting and tracking systems and mail center management tools. Its equipment and systems are supported by a combination of direct sales and a network of independent dealers providing sales, supplies and service to their customers. For more information on Neopost USA, visit www.neopostusa.com

Company Contact

John Grogan
Neopost USA
203.301.3462
j.grogan@neopost.com

Media Contact

Kate Jennings
Catalyst Inc.
401.732.1886
kjennings@catalystb2b.com