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FOR IMMEDIATE RELEASE

CardScan Introduces New System Designed for the Mac

CardScan[®] Executive for Mac captures, organizes and syncs contact information on Mac OS X Leopard

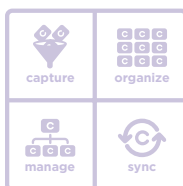
CAMBRIDGE, Mass.- Sept. 15, 2008 – CardScan, a leading provider of contact management systems, today announced the availability of CardScan[®] Executive for Mac, comprised of contact management software and business card scanner. CardScan[®] for Mac software features automatic synchronization to Address Book, allowing users to keep data the same across devices and applications. The company also announced that all CardScan[®] Executive Version 8 systems will include software for both Windows and Mac.

“It was important to us to design a native Mac application that meets the high expectations of Mac customers – ease of use and truly valuable functionality,” said Pete Canalichio, general manager, CardScan. “CardScan[®] Executive for Mac is all about productivity and helping you save time and get organized, two things our current customers place at the top of the list for why they own CardScan[®] products.”

“We’re thrilled that CardScan is bringing its innovative solution to the Mac, joining thousands of Mac developers with native applications for Leopard,” said Ron Okamoto, Apple’s vice president of Worldwide Developer Relations. “The ability to quickly manage contact information and utilize our built-in Address Book application in Leopard makes CardScan a great productivity tool for any Mac user.”

The new system includes the sleekly designed color business card scanner that reads cards in color at a rate of up to 20 cards a minute. Users can also easily build an accurate contact database by highlighting signature information in an email or other Mac document and dropping (“drag-and-drop”) it into CardScan[®] software.

CardScan[®] for Mac software uses the company’s proprietary interpretive technology that understands many nuances of contact information in order to provide highly accurate results from both scanning cards and consolidating contact information from electronic files.



- more -

The product also lets users perform other contact management functions including:

- assign multiple categories to a contact, search and sort
- create, view and print customized contact lists
- import and export vcards
- view images of business cards in “image view”
- map contact information, or access web sites direct from contact data
- print to envelopes, labels and other ready-to-use templates

All CardScan[®] Executive systems now include software for both operating systems (Windows and Mac OS X 10.5 Leopard), making it easy for customers to install the software they need. Current registered users of Version 8 CardScan[®] Executive can download the Mac version at no charge by visiting <http://www.CardScan.com/mac>.

CardScan[®] Executive for Mac is available now at <http://www.CardScan.com> as well through select Apple stores, apple.com and other resellers. The system is \$259.99 for one user.

About CardScan

CardScan is a leading provider of solutions designed to accelerate the capture, access and accuracy of contact information. CardScan[®] products use a combination of hardware (business card scanners) and software to capture and convert information from business cards, emails and other electronic communications into a digital contact database. CardScan makes products for individual users as well as small and mid-sized business. CardScan also markets enterprise-level solutions for CRM software through partnerships with leading CRM software makers. The CardScan[®] Executive product is the best-selling business card reader in the market according to The NPD Group. Based in Cambridge, Massachusetts, CardScan is part of the Newell Rubbermaid family of brands.

About Newell Rubbermaid Technology

Newell Rubbermaid's innovative global technology brands, including DYMO[®], CardScan[®], mimio[®] and endicia[™], enable businesses, educational institutions, and consumers to more efficiently capture, share, manage and organize information.

These global technology brands are organized into four platforms: The Specialty Printing and Labeling Platform includes DYMO[®] label/CD/DVD printers and file scanning software (www.dymo.com) and RHINO Industrial Labeling Systems (www.rhinolabeling.com). The Analog to Digital Platform includes CardScan[®] business card scanners and contact management software featuring CardScan At Your Service[™] (www.CardScan.com), and DYMO File[™], software that transforms paper documents into organized archives of electronic files (www.dymofile.com). The Internet Postage Platform includes endicia[™] online shipping, mailing and customized postage solutions (www.endicia.com) and (www.pictureitpostage.com). The Classroom Technology Platform includes mimio[™] interactive whiteboards and digital ink recorders (www.mimio.com). These technology brands join a rich heritage of brands at Newell Rubbermaid including Calphalon[®], EXPO[®], Goody[®], Graco[®], Irwin[®], Lenox[®], Paper Mate[®], Parker[®], Rolodex[®], Rubbermaid[®], Sharpie[®] and Waterman[®].

