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## For Immediate Release

### **EquaShip Partners With E-Commerce Platform and Shipping Software Leaders Vendio and Shipworks**

*America's Newest Parcel Carrier Cements Access to SMB E-commerce Markets*

**SEATTLE, WA – November 8, 2011** – EquaShip, America's new fourth parcel carrier designed specifically to meet the shipping needs of small to medium-sized businesses, today announced partnerships with Vendio Services Inc. and ShipWorks®. EquaShip is now directly integrated into both the Vendio and ShipWorks platforms to provide their users with easy access to savings of 26% to 77% compared to FedEx and UPS domestic residential ground rates and 70% to 88% compared to FedEx, UPS and DHL international rates.

“Of the many software platforms that shippers use day-in, day-out to process their orders, we have always known that Vendio and ShipWorks would be among the most important channel partners through which to launch our ground-breaking new service. Their customer bases typify our target customer—small to medium-sized e-commerce sellers, manufacturers and distributors who must struggle to compete in an environment where their larger competitors enjoy heavily-discounted shipping rates from UPS and FedEx,” said EquaShip CEO Ron Wiener.

“The difference in what small shippers pay can be 4 to 5 times greater than what giant shippers like Amazon pay for the same transportation. This is in large part because smaller shippers have historically lacked access to the lowest-cost form of residential parcel delivery—postal consolidation. Nearly a billion packages a year are now picked up by consolidators like FedEx SmartPost and UPS Basic, with “final mile” delivery to the consumer performed by the US Postal Service. EquaShip breaks that barrier down, allowing any shipper—no matter how small—to gain access to postal consolidator rates, with full insurance coverage, first-class customer service to both sender and recipient, and convenient drop-off locations plus pickup service,” said Shawn Childs, EquaShip board member and former UPS and Amazon executive.

Vendio provides a powerful e-commerce software solution for online merchants of all sizes. The Vendio platform enables merchants to simultaneously sell products from an

online storefront in addition to comparison shopping engines, marketplaces like eBay and Amazon, and even Facebook. Vendio simplifies selling across these multiple online channels by allowing merchants to centralize their inventory, manage their entire sales cycle, and leverage productivity-enhancing applications on one integrated platform. The partnership with Vendio allows thousands of online merchants to easily select EquaShip as a shipping option within the Vendio software.

“Thousands of merchants use Vendio to fulfill orders from eBay, Amazon, and their own e-commerce store. Integrating EquaShip enables Vendio to help these merchants save money and time on shipping while meeting their customers' demands for discounted or even the "free" shipping customer's love. We're excited to provide EquaShip options that can help small and medium sized sellers compete on a level playing field with larger retailers,” said Vendio CEO Mike Effle.

ShipWorks, Interapptive's multi-carrier shipping software, integrates with more than 30 popular online sales and marketplace systems including eBay, PayPal, Amazon, and Yahoo. The software provides direct support for all major shipping carriers.

“We are pleased to announce support for EquaShip in ShipWorks. Online merchants can now use ShipWorks to process their EquaShip labels directly from within our software, without the need to copy and paste or re-key address information. The addition of EquaShip continues to build on our multi-carrier offering and represents yet another shipping choice for our customers,” said Wes Clayton, president of Interapptive.

Through this partnership with Vendio, ShipWorks and other e-commerce and shipping software platforms, EquaShip will appear as the fourth carrier option alongside UPS, FedEx and USPS on the shipping screens of millions of online merchants, manufacturers and distributors. Parcels shipped through EquaShip.com will join the millions of packages already shipped each week through the same back-end delivery network that is used by Amazon and other major brand merchants today.

#### **ABOUT EQUASHIP**

EquaShip™ is a new kind of parcel delivery service designed specifically for small and medium-sized business shippers. With transparent “all-in” pricing, EquaShip gives shippers access to great service at prices typically 26%-88% below FedEx, UPS and DHL retail rates. EquaShip provides fully-integrated track-and-trace, \$100 of EquaSurance™ real insurance coverage included with every package, and superior customer care, all with no hidden assessorial fees, special software or contracted volume commitments.

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