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PC Synergy Introduces: *The PostalMate Community*

The makers of PostalMate bring social networking to the Retail Shipping Industry.

San Marcos, CA, 11/9/2009: With everything you would expect from a social networking site, PC Synergy rolled out its PostalMate Community this week and hundreds of users became early adopters. PostalMate Users can take advantage of topic driven forums, blogs, profiles, photo uploads, live one-on-one chat and a user chat room called the “shoutbox”.

“I got sucked into the social networking world in my private life, joining support groups and reconnecting with family and old friends,” stated Julianna Shapiro, Vice-President of Marketing for PC Synergy. “It seemed like a perfect match for retail shippers who are really a big family, or a large group of friends who enjoy networking and are great at helping each other out. When CEO Softcenters showed me their work, I saw that it as a perfect marriage!”

PC Synergy first introduced the new community at the annual PostalMate User Conference in Las Vegas and got a great deal of support from users who were excited about the topic driven forums. Many were tired of “wading through the noise” of flat discussion groups. The blogs were exciting to others. Beta testers were an important part of the process and urged PC Synergy to have all encompassing RSS Feeds for forum topics and daily newsletters to keep subscribers in tune to the forum postings. Still to come on The PostalMate Community is live technical support chat.

Industry news is provided on the site by an RSS Feed from RS Associates. Blogs by industry leaders like Rick Ives of OLSON & IVES and Brandon Gale of RS Associates will keep readers up to date on retail shipping topics making the community a real town hall for the industry.

You can visit The PostalMate Community at www.pcsynergy.com. Not a PostalMate user? Call 800.485.6901 to find out how you can become a member of this community today.

PC Synergy is a privately held company located in San Marcos, California. Founded by Rick Crawford in 1988, PC Synergy has over 3000 customers nationwide. The flagship product PostalMate automates shipping and packing as well as provides a full featured Point-of-Sale system with accounts receivable and mailbox rental management. Visit www.pcsynergy.com or call 800-485-6901 for more information.

CEO Softcenters is a global provider of Software Products and Application Development Services outsourcing with offices in Irvine, Suzhou, China, and Kuala Lumpur, Malaysia. Founded in 2001 and headquartered in Irvine, California, our mission is to help our customers build profitable software products and impactful websites to promote their products and services. We are currently developing a web-based application to simplify the work of mailbox store owners. This automated system, Short Alert System (SAS), is targeted for launch in January 2010.

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For more information, press only:

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