



Approved by the USPS to mail using the full service Intelligence Mail Barcode.

Portland, Oregon, September 28, 2009 — We are pleased to announce that Direct Marketing Solutions has been approved by the USPS to mail using the full service Intelligence Mail® Barcode.

The move to Intelligent Mail barcodes (IMB) is the most significant change in recent postal history and replaces the traditional Postnet barcode. The IMB enables unprecedented transparency that will help both customers and the USPS measure performance and track individual items throughout the mailing lifecycle.

The most obvious benefits of full service IMB are:

- Additional discounts — First-Class Mail® that complies with Full Service requirements will earn an additional discount of \$3 per 1,000 pieces and Standard Mail® will earn \$1 per 1,000 pieces
- Free start-the-clock information — Informs mailers when the mail was inducted into the postal network
- Tracking of individual pieces from entry into the mail system through to delivery
- Free Address Change Service
- More effective returned mail processing
- Better scan rates and improved deliverability

Direct Marketing Solutions is excited about the opportunity to provide our customers these enhanced features.