



Vertis Communications
4371 County Line Road
Chalfont, PA 18914

www.vertisinc.com



Cert no. SW-COC-002764

URGENT NOTICE FOR CLIENTS MAILING FROM VERTIS FACILITIES

Effective November 1, 2008, NCOA processing will be mandatory on all classes of mail - including First Class, Standard Class and Non-Profit classifications.

Over 40 million Americans change their address annually, creating a formidable challenge to maintaining a high quality mailing list. NCOALink makes change-of-address information available to mailers to help reduce undeliverable mailpieces before they enter the mailstream. The product matches names and addresses on your mailing list to changes of address filed with the USPS by relocating postal customers. When the name and address information on your mailing list matches the name and address information on the NCOALink file, a new address will be returned to you.

Vertis' NCOALink service contains approximately 60 million records or 18 months of permanent address changes that are updated weekly. The file is maintained by the U.S. Postal Service and is licensed by Vertis. Mail files must go through the NCOALink process within 95 days of each mailing. By using NCOALink on your First, Standard or Non-profit mail file, you will:

- reduce undeliverable mail by providing the most current address information
- reduce re-mail efforts after address corrections are received because correct addresses are applied prior to mailing
- reduce mailing costs by reducing the number of undeliverable mail pieces
- potentially realize faster in-home dates through accurate mail delivery

Vertis makes this process painless for you. Simply complete the PAF document attached. All fields in the top half must be filled in. If you do not know your company's NAICS code please call 1-888-756-2427 to find out. Return the completed form to your Vertis Sales Executive or Production Contact. You need only fill out the form one time. We will keep it on file.

Upon receipt of your data file, Vertis will append with NCOALink updates. This operation may take a few hours, with larger files possibly taking up to 1 business day to complete. We will work with you to make sure your production schedule allows for this additional processing time. As with any data hygiene service, there is a fee involved with this processing. Vertis is currently evaluating our entire suite of postal services to determine market-right pricing. This price list will be released shortly.

In the event you wish to take care of this processing on your own, you must present either a copy of the NCOA Report or a signed USPS for PS Form 6014, that reflects the process of NCOA being performed on the file when submitting the file for production. Vertis can not begin to work on the file(s) until this certificate is presented.

If you have any questions about NCOALink, data processing or mail preparation, please do not hesitate to contact Linda Nichols, Data Prep Manager, 215.997.5724 or your Vertis Sales Executive.