



ANCHOR COMPUTER

www.anchorcomputer.com

PRESS RELEASE

For Immediate Release – June 19th, 2002

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New! Online Service That Appends and Verifies Consumer Phone Numbers In Minutes*

Farmingdale, NY – Anchor clients can now take advantage of online Consumer Telephone Append and Verify Services with the fastest turnaround time in the industry. Files can be processed and returned in minutes*, hours or days. Special pricing is based upon turnaround time selected and volume discounts are also available.

All of our Phone Append and/or Verify Service Options apply, at no extra charge, Time Zones, Area Code Updates and suppress matches against the Telephone Preference Service from the Direct Marketing Association. Anchor's automated online data processing system uses an extensive name, address and telephone number database to verify existing phone numbers, append new phone numbers, and provide names and addresses if all you have is a telephone number.

Anchor's Phone Services are designed to work best in combination with our change of address service that will correct the name and address records of those that have moved before matching against our repository of names, addresses and telephone numbers. This will also help direct marketers maintain file integrity, accuracy and improve mail deliverability.

One client that utilized our Phone Append Service found 15% more telephone numbers than what they had appended previously. Anchor's new Phone Append Service was able to match over 50%. This positive result enabled this client to improve their customer contact efficiency and reduce their overall cost per response.

"The return on investment direct marketers realize by using these services far exceeds their cost and files can be sent for processing through our website to dramatically improve turnaround times." stated Bob Swick, Vice President, Data Services for Anchor Computer, Inc."

To introduce clients to this new service, Anchor will process your order in minutes* using our Priority Service at no additional charge over our 24-hour service option. Please call us to take advantage of this limited time offer which expires June 30th 2002.

Visit our web site at <http://www.anchorcomputer.com> to obtain online quotes, 24/7 processing and flexible payment options by major credit card or Anchor commercial credit. Additional services include: Address Hygiene (**NCOA, DSF, LACS), Email Appending, Consumer, Business and Occupant Mailing Lists, Data Enhancement, U.S. and Canadian Postal Processing. Faster turnaround times are now available including: Priority Service (ready in minutes, max 3 hours), Next Business Day A.M. or 15 Hr Service, Next Business Day P.M. or 20 Hr Service (whichever is faster) and a Three Business Day Service, all at competitive prices.

Anchor provides a complete array of Data Processing, Database Marketing and Document Personalization Services and Software to the direct marketing industry. For more information, please call 1-888-728-6262.

*Actual turnaround times may vary depending upon volume and service option selected.

**Anchor is a non-exclusive licensee of the United States Postal Service for NCOA (National Change of Address), DSF (Delivery Sequence File), LACS (Locatable Address Conversion System) and *FASTforward*SM.

Pricing of these products and services is neither established, controlled, nor approved by the United States Postal Service.

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