



FOR IMMEDIATE RELEASE

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ANCHOR SOFTWARE ANNOUNCES RELEASE OF MAXPRESORT™ VERSION 5.0

(Rockville, MD -- August 27, 2002) Anchor Software, LLC, a leading provider of data processing software for the direct marketing industry, today announced the release of Version 5.0 of its Max**Presort**™ product.

Max**Presort**™ is an application that eases the burden of postal sorts by combining lightning speed with features such as multi-entry BMC/SCF sorting, batch processing, a built in Line of Travel database that automatically encodes Enhanced Carrier Route mailings, and palletization capability. Max**Presort**™ is part of an integrated software suite used for processing name and address databases in direct mail, telemarketing and e-mail campaigns.

The software is fully compliant with the latest postal rules in effect as of July 1, 2002 and it carries the USPS Gold PAVE (Presort Accuracy, Validation and Evaluation) certification for Cycle F, guaranteeing mailings will be sorted correctly and accepted at all entry points (details at www.anchorcomputersoftware.com/PAVEcat.htm).

The PAVE certification is granted by the USPS following an extensive evaluation of the software to determine its accuracy in sorting address files according to the requirements set forth in the Domestic Mail Manual. Gold certification ensures a higher level of compliance with postal regulations because the software has passed an extra battery of tests over and above the standard PAVE protocol.

This certification translates into optimized postage savings and insures the mailer is provided with all of the necessary mailing documentation, including postage reports, bag tags and tray tags, etc.

In addition to the co-sacking options implemented last year, Max**Presort**™ Version 5.0 also includes extended co-packaging options, the new 5% threshold capability for improved delivery, and Metro delivery palletization. Additionally, the application fully supports version 02-1 of Mail.Dat, the electronic option of the printed postal reports that can save users time and resources.

“Our Max**Presort**™ software effectively prepares mailing lists for all aspects of mailing while allowing for maximum postal discounts. Version 5.0 far surpasses other presort programs allowing us to offer our customers everything they need in one package”, stated Gary Siegel, President, Anchor Software, LLC.

About Anchor Software:

Anchor Software, based in Rockville, MD, is a leading provider of data processing software for the direct marketing industry. For more information, visit the Anchor Software website at www.AnchorComputerSoftware.com. For licensing information, please call 240-631-2100, or email Sales@AnchorComputerSoftware.com.

Anchor Software is a division of Anchor Computer, a leading provider of software and data processing services for the direct marketing industry. Anchor provides a complete array of address hygiene processing, business and consumer file enhancement, database, merge/purge, modeling, and document personalization software & services. For more information, visit Anchor Computer's web site at www.anchorcomputer.com.