



# ANCHOR

COMPUTER SOFTWARE

[www.AnchorComputerSoftware.com](http://www.AnchorComputerSoftware.com)

## FOR IMMEDIATE RELEASE

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## Anchor Software Announces LACS<sup>Link</sup>™ Integration with MaxCASS

*Software Solution further strengthens industry-leading address hygiene solution.*

**Plano, Texas – August 25, 2005** - ANCHOR SOFTWARE, LLC, a leading provider of data processing software for the direct marketing and document design industry, today announced the integration of the USPS<sup>®</sup> (United States Postal Service<sup>®</sup>) LACS<sup>Link</sup>™ technology into its CASS Certified<sup>®</sup> **MaxCASS**™ product suite. With this new feature, the innovative **MaxCASS** system provides the ability to identify and correct addresses that were changed by the USPS. To accomplish this, **MaxCASS** matches data records in mailing files to the USPS 5 million record Locatable Address Correction System (LACS) file, which is composed of addresses that have been changed by the USPS.

**MaxCASS** is a widely used software solution that utilizes data from the USPS to standardize addresses, apply or correct ZIP Codes<sup>®</sup>, ZIP + 4<sup>™</sup> codes, validate USPS delivery points, and create delivery point bar codes (DPBC). With the addition of LACS<sup>Link</sup>, **MaxCASS** can now provide mailers an accurate and easy-to-use software solution to correct addresses that have changed. This is especially important in rural areas where the USPS has been changing many Rural Routes to standard street addresses. In accordance with USPS rules, after one-year Rural Route addresses that have been converted are no longer officially recognized by the USPS and they will no longer be included in the USPS Zip+4 database file. . After one year the LACS<sup>Link</sup> database would be the only data source to identify and subsequently convert the changed addresses.

With the USPS mandate to incorporate LACS<sup>Link</sup> into CASS<sup>®</sup> certified software, Anchor Software will include the LACS<sup>Link</sup> processing capability (including the LACS database) in **MaxCASS** at no additional cost to licensees. "By making the LACS data available to a wider user base with the conversion to LACS<sup>Link</sup>", the Postal Service and Anchor Software continue to show their commitment to reduce costs and improve delivery performance," said Gary Siegel, President of Anchor Software.

**MaxCASS**, when used with its full complement of add-on features (**MaxMover**™, **DPV**™, **RDI**™, Geographic Data, and now LACS<sup>Link</sup>) helps mailers maintain high quality list and the ability to achieve the lowest possible postage rates by ensuring addresses are accurate and conform to Postal Service™ standards.

### About Anchor Software:

ANCHOR SOFTWARE, LLC, based in Plano, Texas, 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](http://www.AnchorComputerSoftware.com). For licensing information, please call 866-262-7638, or email [Sales@AnchorComputerSoftware.com](mailto:Sales@AnchorComputerSoftware.com).

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