



## Improve Address Quality and Mail Deliverability Using Anchor's New Service

**PRESS RELEASE** - Farmingdale, NY (Oct 1st, 2007) – Anchor is pleased to introduce its new Anchor Address Enhancement (AAE) service to improve deliverability and ROI by correcting up to 40% of Undeliverable-As-Addressed mail.

According to the United States Postal Service<sup>®</sup>, up to 23% of all mail contains addressing errors. A portion of this mail is undeliverable due to missing or incomplete address elements that address standardization software (CASS<sup>™</sup>) may not be able to ZIP + 4<sup>®</sup> Code. Mail that cannot be delivered means there was no connection or contact made with the customer. Sales and other opportunities may be lost, diminishing a mailers return-on-investment.

The dollar effects of Undeliverable-As-Addressed mail (UAA) for the United States Postal Service<sup>®</sup> and to the mailing community as a whole can be counted in the billions. As a result Postmaster General John Potter has set a new objective to reduce UAA mail 50 percent by 2010. As part of this aggressive new approach the USPS<sup>®</sup> introduced new requirements to software used for ZIP + 4<sup>®</sup> coding. These new requirements are part of CASS<sup>™</sup> (Cycle L) which took effect August 1<sup>st</sup>, 2007.

Both the USPS<sup>®</sup> and Anchor recommend mailers start improving their address lists immediately.

Anchor's new AAE solution uses a proprietary address correction methodology which compares the first name, last name, incomplete address and ZIP<sup>®</sup> Code to our MegaBase Consumer File. Using sophisticated logic we correct the address provided on a match. It also adds missing apartment/suite or rural route box numbers to your address file. Our database of almost 2 billion name/address records yields high matches and corrects up to 40% of Undeliverable-As-Addressed mail as well as optimizing postal discounts for mailers.

For more information on Anchor's new Address Enhancement (AAE) service please visit <http://www.anchorcomputer.com/pdf/AAE.pdf>. For a detailed explanation of the new USPS<sup>®</sup> CASS<sup>™</sup> (Cycle L) requirements please visit [http://www.anchorcomputer.com/pdf/usps\\_letter\\_february\\_2007.pdf](http://www.anchorcomputer.com/pdf/usps_letter_february_2007.pdf).

**About Anchor:** Anchor Computer is a leading supplier of data processing services for Direct Marketers providing address hygiene processing for both U.S. and Canada, database services, merge/purge, mailing lists, business and consumer file enhancements including email and telephone appending and modeling. Anchor Computer is a member of the Direct Marketing Association (DMA), Mailing and Fulfillment Service Association (MFSA) and the Canadian Marketing Association (CMA). Anchor is headquartered in Farmingdale, NY. Please visit [www.AnchorComputer.com](http://www.AnchorComputer.com) for more information on all of our products and services.

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