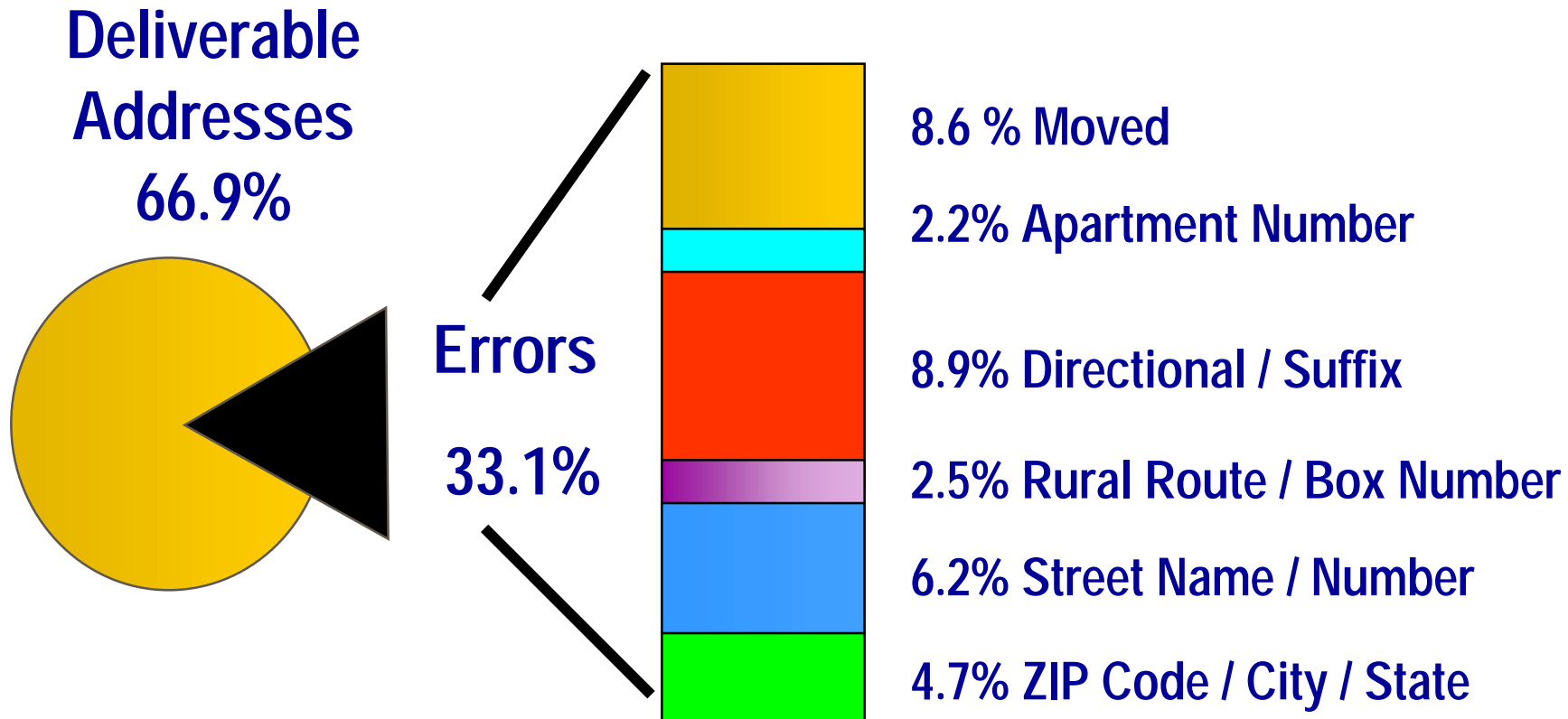


Address Hygiene

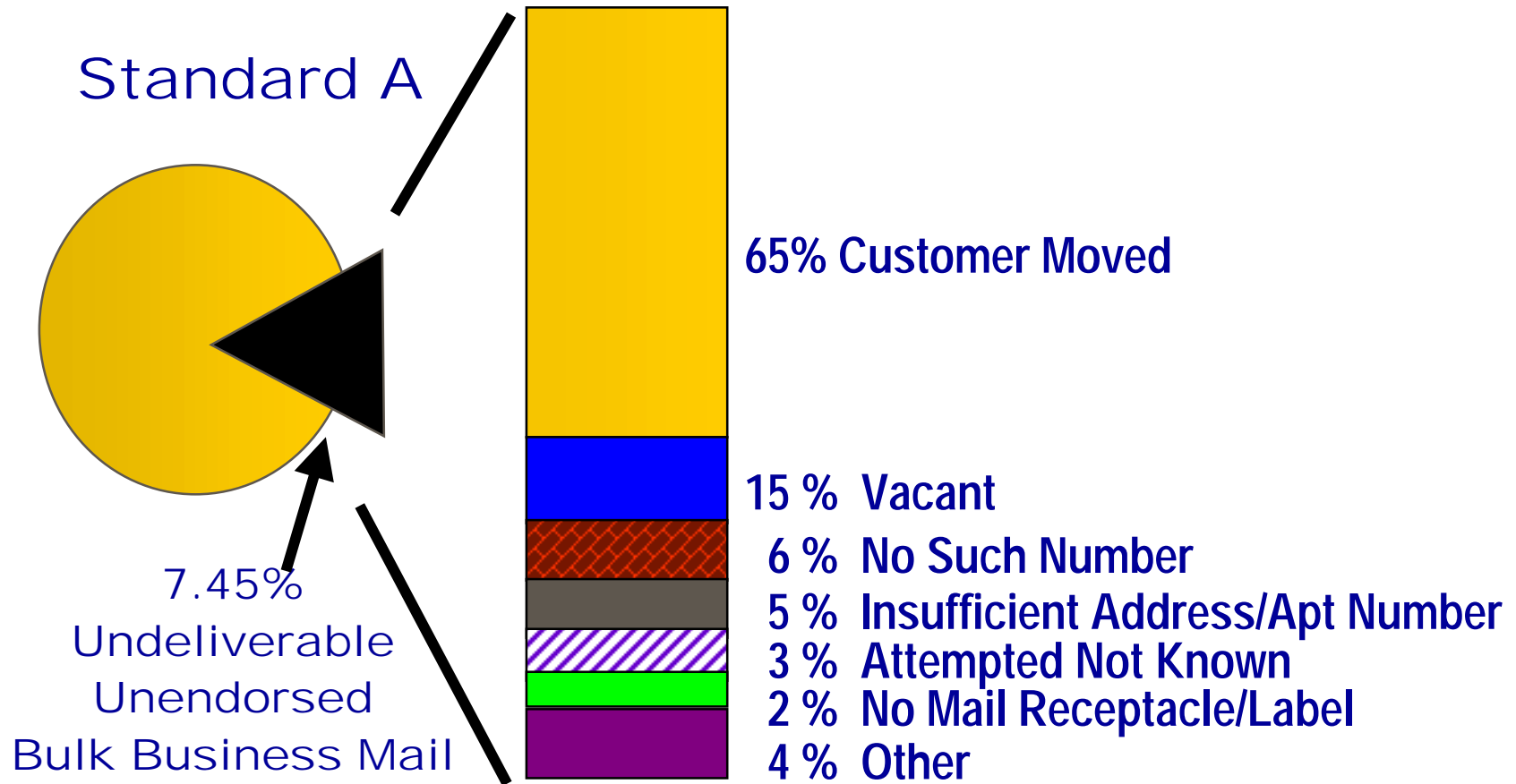


ANCHOR
COMPUTER

MAJOR ADDRESSING DEFICIENCIES



UNDELIVERABLE UNENDORSED BULK BUSINESS MAIL



ADDRESS QUALITY STANDARDS

ADDRESS MATCHING

- P Address Processed With CASS-Certified Address-Matching Program Within 180 Days Or Use Of MASS-Certified Equipment
 - P All Automation-Rated Mail (Letters & Flats)

- P CRIS Used Within 90 Days Of Mailing
 - P Automation Letters:
 - P First-Class & Standard Carrier Route
 - P Enhanced Carrier Route
 - P Periodicals Service

An illustration of an open book with a blue cover. The text is centered on the right page. A red pen with a silver tip is positioned diagonally across the bottom left of the book. A grey calculator is shown in the bottom right corner. Yellow brushstrokes are visible behind the book's pages.

CASS Measures The
Accuracy Of
Address-Matching
Programs

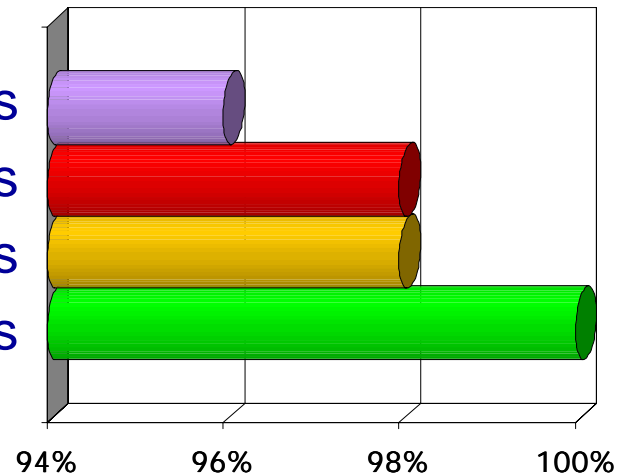


ANCHOR
COMPUTER

CODING ACCURACY SUPPORT SYSTEM CERTIFICATION

**To Be CASS-Certified By The USPS,
Software Must Correctly Code Test
Records To The National ZIP+4 File
With The Following Accuracy:**

96% For ZIP+4 Codes
98% For 5-Digit ZIP Codes
98% For Carrier Route Codes
100% For Delivery Point Codes



CASS/MASS HELPING YOU ACHIEVE 100% BARCODING

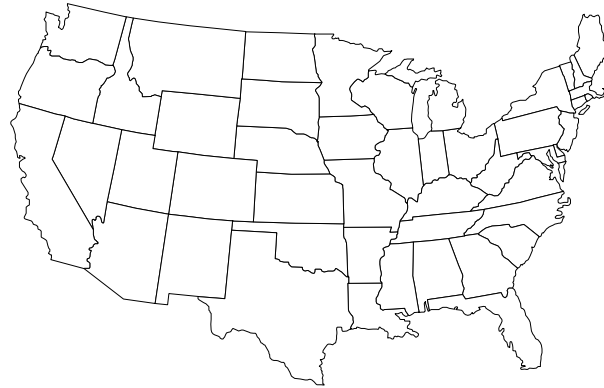


- Quality Assurance
- Ongoing Product Enhancements
- Compliance With United States Postal Service Requirements

DELIVERY SEQUENCE FILE ...

DSF

Contains Each Of The 135+ Million Delivery Points
Serviced By The USPS (Except General Delivery)



Offered To Mailing Industry
By Non-Exclusive Licensees

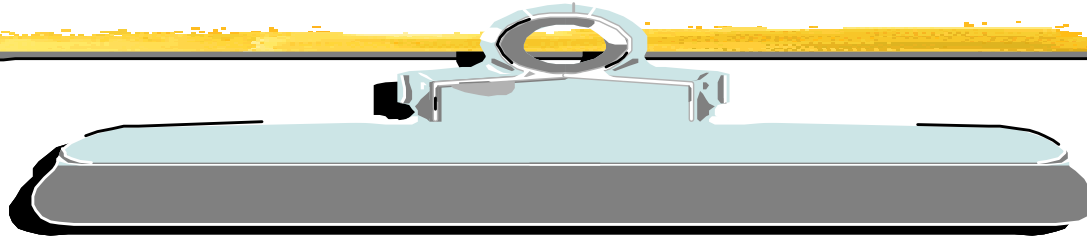
DELIVERY SEQUENCE FILE ...

PROVIDES MAILERS WITH
THE FOLLOWING:

- **Address Validation**
- **ZIP+4 Coding**
- **Address Standardization**
- **Carrier Route Coding**
- **Carrier Delivery Sequence**



DELIVERY SEQUENCE FILE ...



- **Detects Potentially Undeliverable Addresses For Reasons Other Than Change-Of-Address**
- **Saves Costs By Improving Address List Quality**
- **Indicates Delivery-Type Code For Business Or Residence**
- **Provides Seasonal Delivery Information**



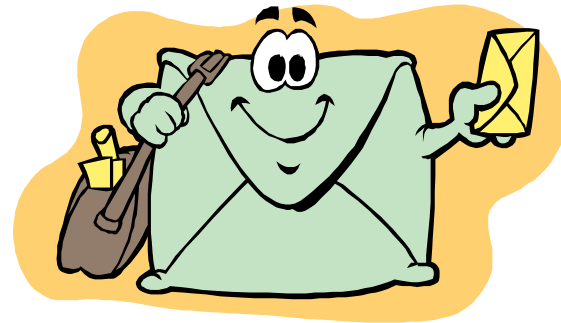
NATIONAL CHANGE OF ADDRESS



- Helps You To Maintain Your Address File
- Provides New Address Information When Your Customers Move
- Processing Services Provided Through Licensees

LOCATABLE ADDRESS CONVERSION SYSTEM

- **Obtain Updates Of Your Addresses Changed Due To 911 Or Other Reasons**
- **Old Addresses May No Longer Be In USPS Data Files. Consequently They Can No Longer Be Barcoded**
- **When An Old Address Can Be Updated To A New Address, You Can Then Barcode The New Address**
- **Processing Services Provided Through Licensees**



ADDRESS ELEMENT CORRECTION (AEC)



FROM THE
UNITED STATES POSTAL SERVICE

ADDRESS ELEMENT CORRECTION (AEC) A QUALITY PROCESS DEVELOPED BY THE USPS WITH INDUSTRY SUPPORT

Focuses On Addresses
Unable To Be Matched
To A Postal ZIP+4 Code
Using CASS-Certified
Address-Matching Software

Focuses On The 33%
Of All Addresses On Mail
Containing Deficiencies
That Might Cause The Mail
To Be Delayed Or Not Delivered



ADDRESS ELEMENT CORRECTION (AEC)

Current Opportunity

No ZIP+4 Match

Category 1

- ✓ **Incomplete Addresses**
- ✓ **Street Name Wrong**
- ✓ **Missing/Incorrect Directional**
- ✓ **Missing/Incorrect Suffix**
- ✓ **Incorrect Street Numbers**
- ✓ **Incorrect City Names**



ADDRESS ELEMENT CORRECTION

WHAT AEC RETURNS TO YOU



If AEC Can Correct / Add Address Elements, A Correct And Standardized Address With A Correct 5-Digit And ZIP+4 Is Returned



Correct Carrier Route Codes



Informational Footnote Codes To Identify How Addresses Were Resolved



ADDRESS ELEMENT CORRECTION EXAMPLE RESOLUTIONS

Input Address

Returned Address

**315 1/2 WESTFORCE
DOVER OH 44622**

**315 1/2 W 4TH ST
DOVER OH 44622-3105**

**1440 S SEOYKVEDA BKVD
LOS ANGELES CA 90025**

**1440 S SE PULVEDA BLVD
LOS ANGELES CA 90025-3492**

**N 2493 TRIPLE S RD
CAMPBELLSPORT WI 53010**

**N2493 COUNTY RD SSS
CAMPBELLSPORT WI 53010-2950**



**ANCHOR
COMPUTER**

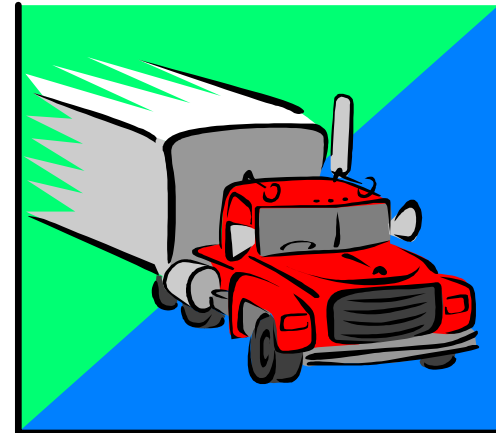
ADDRESS INFORMATION SYSTEM PRODUCTS



Assist Mailers
In Improving
And Maintaining
Address Quality

ADDRESS INFORMATION SYSTEM PRODUCTS

AIS Products Can Lower
Production And Postage Costs
By Reducing The Volume Of
Undeliverable-As-Addressed (UAA)
Mail And Qualifying
More Mail
For
Postage Discounts



ANCHOR
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ADDRESS INFORMATION SYSTEM PRODUCTS

-  City State File
-  Street Level Files
-  Delivery Statistics File
-  Line Of Travel (LOT)
-  ZIPMOVE
-  Z4CHANGE11

AIS PRODUCTS

CITY STATE FILE



Used To Validate City Names And ZIP Codes

Used In Conjunction With 5-Digit ZIP Code File, ZIP+4 File, Or CRIS File

Available In A Monthly Or Bimonthly Base

Contains All Valid ZIP Codes, All Known City Names, County Names, Alias Street Names, Zone Split Information, and Five-Digit Scheme Information

AIS PRODUCTS

STREET LEVEL FILES

Carrier Route, Five-Digit, And ZIP+4 Files



Provide Indicator Codes
Necessary To Presort Mailings
To Carrier Route Level
(Five-Digit File Not Included)

Contain Ranged Street-Level
Information, Urbanization Key,
and Last Line Key

ZIP+4 File Contains
County Numbers

AIS PRODUCTS STREET LEVEL FILES

Gives Mailers The Ability
To Add 5-Digit
And ZIP+4 Codes
To Address Files
And To Validate Existing ZIP
Code Assignment Information

Five-Digit ZIP Code File
Contains Detailed
Street Data Only For
Cities With More Than
One Delivery ZIP Code



AIS PRODUCTS STREET LEVEL FILES

Reduces UAA Mailpieces By Identifying
Incomplete or Inaccurate Addresses

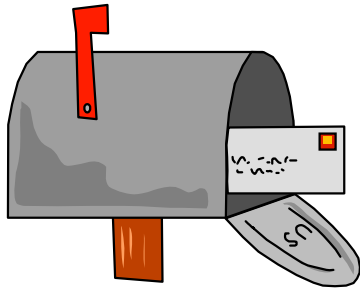
Helps Target Specific Market Areas
By Identifying A Particular Block,
PO Box, Building, Apartment,
Or Business Location Used
In Conjunction With City State File

Available In Base, Monthly, Bimonthly Base,
Monthly Transactions, And Bimonthly
Cumulative Transaction Files (Product Specific)



ZIP MOVE

Contains A Count Of Active And Possible Residential And Business Deliveries By Route ID (City Routes, Rural Routes, Highway Contract Routes, And PO Boxes)



Provides A County Number That Enables Mailers To Determine The Deliveries In Each County

Provides A Last Line Key To Identify A Last Line Name For A ZIP Code Within A Finance Number

Available In Base, Monthly Or Bimonthly Base, And Monthly Transaction Files

AIS PRODUCTS LINE OF TRAVEL (LOT)

Gives Mailers Ability To Sort
Mailings In Carrier Route Sequence

Cross-References Delivery Order
To An Add-On Code Within A
Carrier Route

Indicates Whether Delivery
Is Made In Ascending Or
Descending Order

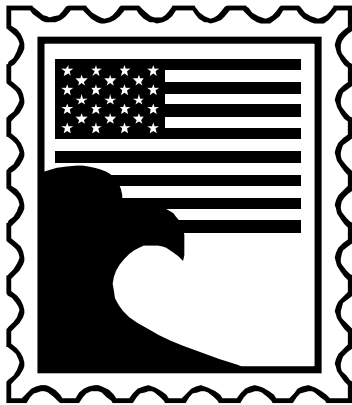
Available In A Monthly Or
Bimonthly Base



AIS PRODUCTS

LINE OF TRAVEL (LOT)

Corrects Addresses That Have Undergone A ZIP Code Realignment In Which A Change In City Name Or Finance Number Occurred



Improves Overall ZIP+4 Coding Ability Of Address-Matching Software

Contains Old And New ZIP+4 Record,
Old And New Finance Number,
Old And New Carrier Route Indicator

Available In A Monthly Or Bimonthly Base File



ANCHOR
C O M P U T E R

1900 New Highway
Farmingdale NY 11735-1509
888-SAV-NCOA