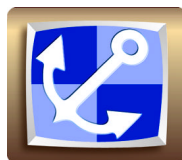


DSF2™

Delivery Sequence File*

The objective of this manual is to give the User an overview of the DSF2™ product and the benefits of using Anchor Computer Inc.

*Anchor is a non-exclusive licensee of the USPS® for LACS, NCOA, DSF2™ and *FASTforward*®



ANCHOR
COMPUTER

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Version: MARCH 2004

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OVERVIEW

Anchor Computer is a non-exclusive licensee of the United States Postal Service for the Delivery Sequence File (DSF2™) which is used to improve the deliverability of your mail.

The DSF2™ is a United States Postal Service (USPS) database which allows validation of all the addresses to which the USPS delivers mail and the data required to prepare your mail for delivery sequence sortation. The DSF2™ database allows validation of each individual delivery address (delivery point), as opposed to the USPS ZIP+4 file which contains address ranges.

- The current DSF2™ master file contains over 145 million addresses (delivery points).
- In addition to address, each DSF2™ record contains:
 - ZIP Code
 - Carrier Route Number
 - Carrier Delivery Sequence Number
 - ZIP+4 Code
 - DPBC (Delivery Point Bar Code)
 - Delivery Type Code (Business, Residential)
 - Seasonal Code Indicator
 - Vacant Code Indicator
 - Building or Firm Name
- Individual names are not included
- Files processed through DSF2™ will meet the USPS CASS (Coding Accuracy Support System) requirements.
- USPS supplies monthly updates of the DSF2™ master file.
- Anchor Computer adds a proprietary deliverability score, ADI (Anchor's Deliverability Index Score) to help you more easily understand the matching footnotes.

1. OVERVIEW *cont'd*

DSF2™ Processing at Anchor starts by standardizing addresses to meet USPS automation requirements, this includes correcting ZIP code, appending ZIP+4 and carrier route to each of the client input records. The input file is then compared to the DSF2™ database. As a function of match or non-match (see below), DSF2™ Footnotes are assigned. In addition, the DSF2™ pseudo walk sequence code is appended to the input record. A series of reports are provided, including Footnote Counts, Delivery Type Counts, Anchor's Deliverability Index Score and a Delivery Sequence Invoice Documentation report. You can then segment the file by the above information as well as take advantage of postal presort discounts for mail that qualifies.

Anchor's ability to accurately perform this process is constantly monitored by the Postal Service.

EXAMPLES OF DSF2™ MATCHING RULES

CLIENT RECORD	DSF2™ DATABASE	MATCH RESULT	FOOTNOTES*
121 Main St	121 MAIN ST	Match	AA,BB
142 Apple Ct Apt 2D	142 APPLE CT APT 2D	Match	AA,BB
81 Elm St Apt <u>4E</u>	81 ELM ST APT <u>E4</u>	Match	AA,BB
96 Cove Rd	95 COVE RD 97 COVE RD	No Match	AA,M3
RR7	RR7 BOX 4	No Match	AA,P1
104 Main St	104 MAN ST 104 MIN ST	No Match	A1

**See Section 3, page 8 – DSF2™ Footnote Code and Explanation for more complete description.*

The price at which DSF2™ services are being offered is not established, controlled or approved by the United States Postal Service or the United States Government.

2. BENEFITS OF DSF2™

DESCRIPTION

Postal regulations require that your mailing list be standardized through a CASS certified process every 90 days for carrier route mailings and every six months to qualify for automation rates*. All Postal processing at Anchor is CASS Certified.

1. Postage Discounts

There is currently an additional discount for walk sequence sortation when you have 125 or more pieces per carrier route.

2. Improved Deliverability

Standardized addresses will enhance merge/purge processing and the deliverability of mail. ZIP Correction and CASS Certification are prerequisites for automation and postal presort related discounts. ZIP+4 and Carrier Route Codes are also added as a result of the CASS process.

In addition, the process corrects address data, standardizing spelling, abbreviations, and directional where possible. As the Postal Service increases its emphasis on automation this becomes increasingly important. This will improve deliverability for 10 percent or more of your mail.

3. Marketing and Deliverability Opportunities

Mailers can use the DSF2™ service to identify potentially non-deliverable addresses which may be non-existent, incorrect or incomplete. A DSF2™ match assures the mailer of increased deliverability. We recommend that identified non-deliverables be tested. Addresses with DSF2™ footnotes that have unacceptable low levels of response can be eliminated from future mailings.

It is estimated that DSF2™ will enable you to eliminate bad address records at a rate of 3 to 6 percent. By eliminating non-deliverables from the mailing, you save production and postage costs and increase overall response rates, increasing bottom line profits.

Example

In a mailing of one million, you may be able to drop 30-60 thousand potentially undeliverable addresses. If the cost of mailing is \$400 per thousand, you save \$12,000 to \$24,000. You either keep these savings, or use the savings to reach a more deliverable audience with significantly higher response rates.

The process identifies address records by delivery type. Residential, High Rise, Business and others are segmented by type. Seasonal and Vacant delivery points are also identified (See “Sample Reports” at the end of this Manual).

Anchor's deliverability index lets you use DSF2™ coding in a simplified way to track and measure response (see “Sample Reports” at the end of this Manual).

**Please check with you USPS representative or your Anchor account executive to confirm current requirements.*

2. BENEFITS OF DSF2™ *cont'd*

CASE STUDY

As described earlier in this manual, one of the uses of the DSF2™ service is to identify potentially non-deliverable addresses. These are addresses which may be non-existent, incorrect, or incomplete.

We recommend that you test the deliverability and resulting response rates for address records that matched DSF2™ versus non-matched records. Further, within the non-matches, the deliverability, and consequently, the response rates are going to vary depending on the type of appended footnotes, (these describe the reason for a non-match). This can be done with a “live” mailing or by processing and analyzing a prior mailing.

The analysis of the results from these tests can be used in developing address correction/enhancement programs for customer records, or, in other cases, to eliminate bad address records from future mailings. As a result, you can benefit from significant savings in postage and production costs, faster delivery times and increased overall response rates.

2. BENEFITS OF DSF2™ *cont'd*

CASE STUDY

This case study illustrates the savings obtaining with DSF2™ processing:

- MAILING*
- 1) Standard Mail A - Mailing of gifts and catalogs.
 - 2) 3,340,821 catalogs were mailed, generating 67,098 responses.
- TEST*
- 1) The responses were matched to the mailing by name and address.
 - 2) The mail file was put through the DSF2™ process.
 - 3) Address records that had same or similar DSF2™ footnotes were grouped together. In developing these groups, we applied our knowledge of the direct marketing industry in conjunction with the appropriate statistical analysis.
 - 4) The records that matched the DSF2™ master file had the highest degree of deliverability. These records were assigned a deliverability index of 1, 1S, or 1V.
 - 5) The records that did not match the DSF2™ were divided into four groups based on the type of footnotes. These were assigned the deliverability index of 2 to 5 to indicate the progressively reduced degree of deliverability (See "Sample Reports" at the end of this Manual).

2. BENEFITS OF DSF2™ *cont'd*

Results

Deliverability Index	Size of the Mailing	Percent of Total Mailing	Percent Response
1	2,725,162	81.6	2.12
1S	1,670	0.05	2.00
<u>SUB 1V</u>	<u>2,616</u>	<u>0.08</u>	<u>1.34</u>
TOTAL 1, 1S, 1V	2,729,448	81.7	
2	411,914	12.3	1.60
3	111,634	3.3	1.48
4	52,068	1.6	1.22
<u>5</u>	<u>35,757</u>	<u>1.1</u>	1.14
GRAND TOTAL	3,340,821	100.00	

Conclusions

The DSF2™ process is very useful in determining the degree of deliverability of address records. Records that do not match the DSF2™ database may not meet the USPS automation addressing requirements, and generally are less deliverable than those that do match. For non-matched records, you can test the deliverability, and its impact, in response rates by the type and nature of the DSF2™ Footnotes. Using this data, appropriate mailing and address correction strategies can be applied.

Since the nature of each mailer's customer base is different, you should discuss this and other potential uses of DSF2™ with your Anchor account representative.

3. DSF2™ FOOTNOTES

In DSF2™ processing, the mail file is matched against the USPS ZIP+4 and DSF2™ Master files. Each output record has one or more footnotes appended. These footnotes indicate whether your record matched or did not match each master file. If a match was made, the appropriate match footnote will be returned plus all other footnotes indicating the appropriate correction(s). If a match is not made, the appropriate footnote(s) indicating the reason(s) for not matching will be returned. The following table gives a list of the DSF2™ footnotes and their meaning.

FOOTNOTE CODE	EXPLANATION
AA	Input address matched to the ZIP+4 file.
A1	Input address not matched to the ZIP+4 file.
BB	Input address matched to the DPV (all components).
CC	Input address primary number matched to the DPV, but secondary number not matched (present but invalid).
N1	Input address primary number matched to DPV but highrise address missing secondary number.
M1	Input address primary number missing.
M3	Input address primary number invalid.
P1	Input address missing PO, RR or HC Box number.
RR	Input address matched to CMRA.
R1	Input address matched to CMRA but secondary number not present.

There are numerous additional footnotes provided. Please see “Record Layout” in “Sample Reports” at the end of this Manual for a listing and definitions. Footnotes not provided from DSF2™ are generated as a by-product of the CASS and/or DPV process.

4. DSF2™ OUTPUT

The result of DSF2™ processing is an output file, as well as a series of reports.

Each record processed though DSF2™ creates one output record, which has the following information appended to the input record:

- A Standardized Address
- Carrier Route Code
- ZIP+4 and DSF2™ Footnotes
- Pseudo Delivery Sequence Number, representing this address sequence within this list
- DSF2™ Footnotes
- Delivery Type Codes
- Seasonal Indicator

A sample DSF2™ OUTPUT RECORD LAYOUT is shown in “Sample Reports” at the end of this Manual.

In addition, you may select additional processing on the output record to make it more convenient for further processing. You can also request that Anchor create special output formats.

DSF2™ OUTPUT *cont'd*

Reports

DSF2™ Processing Statistic Reports, see “Sample Reports” at the end of this Manual.

Record Layout

CASS Summary Report

DPV Footnotes & ELOT Counts Detail

DSF2™ Deliverability Index

DSF2™ Delivery Type Detail

DSF2™ Delivery Type & ZIP+4 Summary

5. HOW TO START USING DSF2™

Your Anchor account representative will assist you in getting maximum benefits from DSF2™ Processing.

To get started, simply follow the steps below.

You may avail yourself of the 24/7 capability of the Anchor eCommerce website www.AnchorComputer.com and process a file yourself. Or, you may follow the traditional method described below.

1. Review the DSF2™ Input Preparation – Page 12
2. Fill out the Order Form – Page 13
3. Review how you will handle output to be sure that you have made the right output option selection. Please review “Record Layout” in “Sample Reports” at the end of this Manual for a sample Record Layout.
4. Call us for any questions and please advise us that your file has been shipped to Anchor.
5. We will process and return your output selection to you, as well as appropriate reports shown in “Sample Reports” at the end of this Manual.

Once again, if you have any questions, please contact our client services department:

631-293-6100

888-728-6262

E@anchorcomputer.com

DSF2™ INPUT PREPARATION

TRADITIONAL METHOD

(NOT eCOMMERCE VIA THE WEB)

Preparing your input data consistent with the following guidelines will expedite the processing of your files. If you would prefer other alternatives, we will, in most cases, be able to meet those requirements but need to be alerted in advance. In some cases, however, it may add some time or cost if additional processing is involved.

LAYOUT

- A)** We require an accurate and detailed record layout and file dump for each list. In the layout, any special formatting features should be clearly specified. Examples of special features include but are not limited to the following:
- Last name appearing first in the name field
 - Location of company name, if any
 - Records with dual addresses (both a PO Box and a street address)
 - Fields with multiple address elements (these should have appropriate keys to distinguish the address elements).

MEDIA

- B)** Our preferred media for the input files is in the following order
- 3490 Cartridge (compressed / non compressed)
 - 3480 Cartridge (compressed / non compressed)
 - 6250 BPI tape
 - 1600 BPI tape

These are prepared in IBM compatible EBCDIC format with standard labels and with data in upper case.

ZIP SEQUENCE

- C)** Files should be sequenced in ZIP code order with foreign and Canadian records excluded.

We would appreciate your clearly marking that tape with your company's name and the notation "For DSF2™ Processing".



1900 New Highway, Farmingdale, NY 11735-1509
Phone: 631.293.6100 . Fax: 631.293.0891

NCOA, LACS and DSF2™ PROCESSING ORDER FORM

FROM: CONTACT
COMPANY
ADDRESS 1
ADDRESS 2
CITY STATE ZIP

TEL#: ext:
FAX#:
P/O#:
P/O ATTACHED: YES NO
JOB#:

INPUT FILE DESCRIPTION: (Please specify)

QUANTITY: RECORD LENGTH: BLOCK SIZE:
FORMAT: EBCDIC ASCII OTHER ATTACHMENTS: TAPE LAYOUT DUMP / DITTO
ORIGINAL signature on USPS acknowledgement form: included on file, date

FOR AGENTS: Please specify the mailer of this file:

OUTPUT FILE DESCRIPTION: (Please specify)

MEDIA: 3480 COMPRESSED 3480 NON COMPRESSED 6250 BPI 1600 BPI OTHER
3490 NON COMPRESSED BULLETIN BOARD FTP (file transfer protocol)

If transmitting: Filename (use your company as the filename) Password
* When transmitting please be sure that the file is a ZIPPED file and that it is at Anchor by 1pm EST.* (call to confirm)

LABEL: IBM DOS STD. LABEL NO LABEL FORMAT: EBCDIC ASCII OTHER
CLASS OF MAIL: Class of mail to be used for mailings produced from this list. Check all that may apply:
1st Class Std A Std B Periodicals

PROCESSING SPECIFICATION :

NCOA NCOA & NIXIE [NIXIE OPTION DOES NOT RETURN NEW ADDRESS]
NCOA REPORT BY KEYCODE (If so, keycode may consist of no more than 6 positions)
LACS DSF2™ LOT (Line of Travel) DECEASED

NCOA FILE EXTRACT: 6 month 12 month 24 month 36 month 48 month
OPTIONAL other (please specify) (If choice is not given, 48 months will be used)

MATCHING LOGIC: STANDARD (includes family, individual, and business move match logic)
OPTIONAL individual match only
OPTIONAL individual match and business match only

Output will be in your original input format with standardized and NCOA data appended. Should you wish a different format, please check appropriate box & provide specific information. Special O/P format may require additional fees.

ABOVE FORMAT ACCEPTABLE SPECIAL FORMAT REQUIRED

NOTE: Since not everyone fills out Change Of Address forms from the Post Office, and due to the stringent NCOA Matching Rules, there may be a change of address that the NCOA process will not provide.

SHIPPING METHOD PREFERRED:
Billing Address:
CONTACT
COMPANY
ADDRESS 1
ADDRESS 2
CITY STATE ZIP

RETURN DATE:
Shipping Address:
CONTACT
COMPANY
ADDRESS 1
ADDRESS 2
CITY STATE ZIP

SPECIFIC INSTRUCTIONS/COMMENTS:

SIGNATURE:

DATE: / /



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1900 New Highway, Farmingdale, NY 11735 800-452-2357

Job: 21740
Date: 09/02/2003
Client: E-COMMERCE

APPENDIX Record Layout

* DPV/DSF2™/ELOT *

We have added 354 positions to your original input. The new record size is 614.

The 'Final Address' appendage represents the result of the last process that updated or standardized your address. If we were unable to ZIP+4 code the input address, the 'Final Address' will contain our best effort at standardizing the original address. However, if the ZIP+4 code is blank, always use your original address fields. In these cases, the address standardization process may be unable to recognize all the address elements, and therefore may not return a complete standardized address.

LIABILITY NOTICE

Anchor shall not be liable to client for the complete accuracy of all data examined and/or altered, nor from any loss or injury arising out of or caused, in whole or in part, by Anchor's negligent acts or omissions in procuring, compiling, collecting, processing, communicating, or delivering the data mentioned herein, directly or indirectly to client. Anchor's sole liability and client's sole remedy, regardless of the form of legal action taken by client, whether in tort or contract, shall not exceed the refund of the amounts, if any, paid by client. Client agrees Anchor shall not be liable for lost profits or any indirect, incidental, special, or consequential damages, even if advised of the possibility of such damages.

The aforementioned paragraph is extracted from the terms and conditions in the 'Processing Acknowledgement Form' that must be signed by all clients prior to the commencement of services. By signing that form the client acknowledges and accepts all the terms and conditions stated therein. Anchor may modify any or all terms and conditions of service by posting any such changes on its web site at www.AnchorComputer.com

Thank you for your business

If you have any questions, please contact our client services department:

631-293-6100

888-728-6262

E@anchorcomputer.com

Layout Rpt page 1



APPENDIX

Record Layout (cont'd)

DPV / DSF2™ / ELOT			
FIELD DESCRIPTION	CODE	LENGTH	POSITIONS
Original input record		260	001 - 260
DPV:			
Matched to ZIP+4 Record	'AA'	2	261 - 262
Non-match to ZIP+4	'A1'	2	263 - 264
Alias Street Name Matched to Base Street Name	'A2'	2	265 - 266
Matched to Alternate Record	'A3'	2	267 - 268
Matched to Small Town Default	'A4'	2	269 - 270
Matched to Unique ZIP Default	'A5'	2	271 - 272
Matched to an HDA Record	'A6'	2	273 - 274
Address Rejected due to EWS	'A7'	2	275 - 276
DPV Match on All Components	'BB'	2	277 - 278
No DPV Match on Any Components	'B1'	2	279 - 280
DPV Match on Primary Number but Not Secondary	'CC'	2	281 - 282
Corrected City Name and/or State Info	'D'	1	283 - 283
Input City Name was Non-mailing, and was corrected	'D1'	2	284 - 285
Corrected Primary Address	'E'	1	286 - 286
Corrected Primary Address Component	'E1'	2	287 - 288
Corrected Primary Street Name	'E2'	2	289 - 290
Primary Address Standardized	'E3'	2	291 - 292
Corrected Secondary Address Data	'F'	1	293 - 293
Out of Range Alias Match	'G4'	2	294 - 295
ZIP Code Changed	'H'	1	296 - 296
ZIP Code Added	'H1'	2	297 - 298
Failed to Match Last Line of Address	'J'	1	299 - 299
Multiple-match in Primary Address Field	'K'	1	300 - 300
Multiple-match due to Missing or Incorrect Directionals	'K1'	2	301 - 302
Multiple-match due to Missing or Incorrect Suffix	'K2'	2	303 - 304
Multiple-match in Secondary Address Field	'L'	1	305 - 305
Missing Street Number	'M1'	2	306 - 307
Address Not Found	'M2'	2	308 - 309
No Such Primary Number	'M3'	2	310 - 311
Firm Name Not Matched	'M4'	2	312 - 313
Missing Secondary Address Number on High-rise Match	'N1'	2	314 - 315
Secondary Number Not Found	'N2'	2	316 - 317

(DPV continued next page)



APPENDIX

Record Layout (cont'd)

<u>FIELD DESCRIPTION</u>	<u>CODE</u>	<u>LENGTH</u>	<u>POSITIONS</u>
DPV: <i>(continued)</i>			
Missing RR/HC Box Number	'P1'	2	318 - 319
RR/HC Box Number Not Found	'P2'	2	320 - 321
Missing PO Box Number	'Q1'	2	322 - 323
PO Box Number Not Found	'Q2'	2	324 - 325
DPV-CMRA Match	'RR'	2	326 - 327
DPV-CMRA, No Secondary Match	'R1'	2	328 - 329
ZIPMOVE Match	'Z0'	2	330 - 331
ZIPMOVE Non-match due to Component Change	'Z1'	2	332 - 333
ZIPMOVE Non-match due to Invalid New ZIP+4	'Z2'	2	334 - 335
DPV Match Code (Y = DPV Match)	'Y'	1	336 - 336
Reserved		9	337 - 345
DSF2TM:			
DSF2 TM Residential Flag	'Y'	1	346-346
DSF2 TM Business Flag	'Y'	1	347-347
DSF2 TM Drop Flag	'Y'	1	348-348
DSF2 TM Drop Count		6	349-354
DSF2 TM Throwback Flag	'Y'	1	355-355
DSF2 TM Seasonal Flag	'Y'	1	356-356
DSF2 TM Vacant Flag	'Y'	1	357-357
DSF2 TM Delivery Type Code		1	358-358
CodeKey: 1 - Curb 2 - NDCBU 3 - Central 4 - Doorslot			
DSF2 TM LACS Flag	'Y'	1	359-359
DSF2 TM No-Stats-Available Flag	'Y'	1	360-360
Anchor Deliverability Index Score		2	361 - 362
<p>Index Score: 1 - Footnote 'BB' or 'CC' matched (as well as 'AA'). 1V - Footnote 'BB' or 'CC' matched (as well as 'AA'), but Vacant. For DSF only. 1S - Footnote 'BB' or 'CC' matched (as well as 'AA'), but Seasonal. For DSF only. 1R - Footnote 'BB' or 'CC' matched (as well as 'AA', 'RR', 'R1'). Address is CMRA. 2 - Footnote 'AA' matched (but did not match to 'BB' or 'CC'). 3 - Footnote 'A1', and possibly footnotes not represented within criteria for scores '4' or '5'. 4 - Footnote 'A1', as well as one of footnotes 'K1', 'K2'. 5 - Footnote 'A1', as well as one of footnotes 'J', 'K', 'M1', 'M2', 'Q1', 'Q2', 'Z1', 'Z2'.</p>			
<i>(DPV continued next page)</i>			



APPENDIX

Record Layout (cont'd)

<u>FIELD DESCRIPTION</u>	<u>CODE</u>	<u>LENGTH</u>	<u>POSITIONS</u>
DPV: <i>(continued)</i>			
DSF2TM Delivery Type Summary Code			
Summary Code: <ul style="list-style-type: none"> A - Residential Delivery Curb AV - Residential Delivery Curb - Vacant B - Residential Delivery NDCBU BV - Residential Delivery NDCBU - Vacant C - Residential Delivery Central CV - Residential Delivery Central - Vacant D - Residential Delivery Doorslot DV - Residential Delivery Doorslot - Vacant E - Residential Delivery Unknown Delivery Type EV - Residential Delivery Unknown Delivery Type - Vacant I - Business Delivery Curb IV - Business Delivery Curb - Vacant J - Business Delivery NDCBU JV - Business Delivery NDCBU - Vacant K - Business Delivery Central KV - Business Delivery Central - Vacant L - Business Delivery Doorslot LV - Business Delivery Doorslot - Vacant M - Business Delivery Unknown Delivery Type MV - Business Delivery Unknown Delivery Type - Vacant 			
Reserved		8	365 - 372
Pseudo Delivery Sequence Number		4	373 - 376
Reserved		1	377 - 377
ZIP+4 Related:			
Record Type Code		1	378 - 378
CodeKey: S - Street H - Highrise P - PO Box G - General Delivery R - Rural Route or Highway Contract			
County Code		3	379 - 381
Congressional District Number		2	382 - 383



APPENDIX

Record Layout (cont'd)

FINAL ADDRESS:

<u>FIELD DESCRIPTION</u>	<u>LENGTH</u>	<u>POSITIONS</u>
Full Address	50	384 - 433
House Number	10	434 - 443
PreDirection	2	444 - 445
Street Name	28	446 - 473
Street Suffix	4	474 - 477
PostDirection	2	478 - 479
Secondary Address Designator (see last pg)	4	480 - 483
Secondary Address Value	8	484 - 491
PO Box Description	6	492 - 497
PO Number	10	498 - 507
RR/HC Number	10	508 - 517
RR/HC Box	10	518 - 527
City	13	528 - 540
State	2	541 - 542
ZIP Code	5	543 - 547
ZIP+4 Code	4	548 - 551
Delivery Point Barcode	3	552 - 554
Carrier Route	4	555 - 558
eLOT Number	4	559 - 562
eLOT Code	1	563 - 563
Urbanization	28	564 - 591
Private Mailbox Number	12	592 - 603
Reserved	1	604 - 604
Reserved	9	605 - 613
Secondary Address Indicator*	1	614 - 614

* If set to 'X', to avoid truncation of the Secondary Address, the Secondary Address has not been appended to the Full Address field. In this case, the Secondary Address can be obtained from the Secondary Address Designator, and Secondary Address Value fields.

Coding Accuracy Support System (CASS) Summary Report

A. Software						
A 1	1. CASS Certified Company Name Anchor Computer, Inc.		2. CASS Certified Software Name & Version ANCHOR CODER - INTERNAL DPV (1.04)		3. Configuration AAA	
	4. Z4 Change Certified Company Name		5. Z4 Change Certified Software Name & Version		6. Configuration	
	7. eLOT Certified Company Name Anchor Computer, Inc.		8. eLOT Certified Software Name & Version ANCHOR CODER - INTERNAL DPV (1.04)		9. Configuration AAA	
	10. DPC Utility Certified Company Name		11. DPC Utility Software Name & Version		12. Configuration	
A 2	1. MASS Certified Company Name		2. MASS Certified Software Name, Version, & Model No.		3. Configuration	
					4. MLOCR Serial No.	
B. List						
1. List Processor's Name Anchor Computer Inc.			2. Date List Processed		3. Date of Database Product Used	
			a. Master File 09/02/2003		a. ZIP + 4 File 08/15/2003	
			b. Z4 Change		b. Z4 Change	
			c. eLOT 09/02/2003		c. eLOT 08/15/2003	
			d. CRIS 09/02/2003		d. CRIS 08/15/2003	
4. List Name or ID No.			5. Number of Lists 1		6. Total Records Submitted for Processing 810306	
C. Output						
Output Rating	1. Total Coded	2. Validation Period		1. Total Coded	2. Validation Period	
a. ZIP+4 Coded	790470	FROM 09/02/2003 TO 02/29/2004	d. 5-Digit Coded	790549	FROM 09/02/2003 TO 09/01/2004	
b. Z4 Change Processed			e. CR RT Coded	790549	FROM 09/02/2003 TO 12/01/2003	
c. DPBC Assigned	790470	FROM 09/02/2003 TO 02/29/2004	f. eLOT Assigned	790549	FROM 09/02/2003 TO 12/01/2003	
D. Mailer						
I certify that the mailing submitted with this form has been coded (as indicated above) using CASS-certified software meeting all of the requirements of Domestic Mail software Manual A950.			3. Name & Address of Mailer			
1. Mailer's Signature		2. Date Signed				
E. Qualitative Statistical Summary (QSS)						
For Informational Purposes Only: QSS is solely made available for the list processor's review and analysis. This information is not to be considered by the Postal Service personnel in determining rate eligibility under any circumstances.						
High Rise Default 14901	High Rise Exact 78166	Rural Route Default 1917	Rural Route Exact 12609	LACS 5504	EWS 2	DPV 771108



DPV / Elot Report - 1 Footnote and Elot Counts Detail

	<u>QUANTITY</u>	<u>PERCENT</u>
Records Processed	810306	100.00
AA Matched to ZIP+4 File	790470	97.55
A1 Not Matched to ZIP+4 File	19836	2.45
A2 Alias Street Name Matched to Base Street Name	87	0.01
A3 Match to Alternate Record	140	0.02
A4 Match to Small Town Default	1	0.00
A5 Match to Unique ZIP Default	4088	0.50
A6 Match to an HDA Record	0	0.00
A7 Address Rejected Due to EWS	2	0.00
BB Matched to DPV File on all Components	749481	92.49
B1 Not Matched to DPV File on any Components	39198	4.84
CC Matched To DPV File. Secondary Addr present but not used	10904	1.35
D Corrected City Name and/or State Informtion	41466	5.12
D1 Input City Name was Non-Mailing. Corrected	1165	0.14
E Corrected Primary Address	53	0.01
E1 Corrected Primary Address Component	43	0.01
E2 Corrected Primary Street Name	14	0.00
E3 Primary Address Standardized	619	0.08
F Corrected Secondary Address Data	524	0.06
G4 Out of Range Alias Match	14	0.00
H ZIP Code Changed	17	0.00
H1 ZIP Code Added	0	0.00
J Failure to Match Last Line of Address	0	0.00
K Multiple Match in Primary Address Field	54	0.01
K1 Multiple Match Due to Missing or Incorrect Directional(s)	741	0.09
K2 Multiple Match Due to Missing or Incorrect Suffix	413	0.05
L Multiple Match in Secondary Address Field	4	0.00
M1 Missing Street Number	2520	0.31
M2 Address Not Found	11954	1.48
M3 No Such Primary Number	19362	2.39
M4 Firm Name Not Matched	439	0.05
N1 Matched to DPV File but Addr is Missing Secondary Addr Component	10723	1.32
N2 Secondary Number Not Found	4169	0.51
P1 Missing Rural Routes Or Highway Contract Box Number	466	0.06
P2 Rural Route or Highway Contract Box Not Found	1451	0.18
Q1 Missing PO Box Number	16	0.00
Q2 PO Box Number Not Found	297	0.04
RR CMRA Match	521	0.06
R1 CMRA No Secondary Number	0	0.00
Z0 ZIPMOVE Match	0	0.00
Z1 ZIPMOVE No Match Due to Component Change	3	0.00
Z2 ZIPMOVE No Match Due to Invalid New ZIP+4	0	0.00
E-LOT ('Enhanced Line of Travel')	790549	97.56



DPV / Elot Report - 1

Footnote and Elot Counts Detail

Definitions of terms for ZIP+4 Matching/DPV/DSF2™

Alias Street Name Matched to Base Street Name: The street name data has been changed to a more preferred street name.

Matched to Alternate Record: There is another presentation of this address and the input data has NOT been changed to this other presentation.

Matched to Small Town Default: The address did not match to a ZIP+4 record, however a ZIP+4 of '9999' has been assigned, the ZIP has General Delivery only or PO BOX and General Delivery addresses.

Matched to an HDA record: An address such as 123 MAIN AVE, has been changed to 456 MAPLE BLVD STE 123.

Address Rejected due to EWS (Early Warning System): The address closely matched a ZIP+4 record, but a better match will be made against a later release of the USPS ZIP+4 file.

Input City Name was Non-mailing: The input city name was changed to a USPS designated acceptable mailing name.

Out of Range Alias Match: The street name matched to an alias in the USPS ZIP+4 file, but the house number was out of range, and no ZIP+4 assignment was made.

CMRA: Commercial mail receiving agency, such as Mailboxes'R'Us.

ZIPMOVE: Refers to matches made/not made due to a postal realignment of ZIP codes.

DSF2™ Drop Flag: A single delivery point or receptacle that services multiple families or businesses.

DSF2™ Drop Count: The number of potential deliveries for a drop site (see previous term).

DSF2™ Throwback Flag: The address associated with this delivery point is a street address, but delivery is made to customer's PO BOX.

DSF2™ LACS Flag: This is the old (usually rural route) address which has been converted to the LACS system.



DPV / Elot Report - 1 Footnote and Elot Counts Detail

Definitions of terms for ZIP+4 Matching/DPV/DSF2™ (Continued)

DSF2™ No-Stats-Available Flag: This address is not included in the USPS delivery statistics file counts.

Curb: A delivery point with a mail receptacle located at the curb.

NDCBU: A delivery point that is serviced by cluster boxes, also known as Neighborhood Delivery and Collection Box Units (NDCBU).

Central: A delivery within a building that has two or more ZIP+4 codes assigned to banks of boxes or floors.

Doorslot: Examples of this type of delivery include door-to-door and door-slot delivery.



DPV / DSF2™ Report - 2

Deliverability Index

<u>Index Score</u>	<u>DSF2™ Match</u>	<u>ZIP+4 Match</u>	<u>Additional Conditions</u>	<u>Quantity</u>	<u>Percent</u>	<u>Related Footnotes*</u>
			Records Processed	810306	100.00	
1	Yes	Yes or No	DPV / DSF2™ Matched (Excluding CMRAs, Vacants, and Seasonals)	763775	94.26	
1R	Yes	Yes or No	DPV / DSF2™ and CMRA Matched Addr	521	0.06	
1S	Yes	Yes or No	Matched but Seasonal Address	218	0.03	
1V	Yes	Yes or No	Matched but Vacant for 90 Days	<u>6594</u>	<u>0.81</u>	
			'Index 1' Total Records	771108	95.16	
2	No	Yes	ZIP+4 Matched (Excluding all DPV/DSF Matches)	<u>19362</u>	<u>2.39</u>	AA
			'Index 2' Total Records	19362	2.39	
3	No	No	Not matched to ZIP+4 File (Excluding Records with Index Score of 4 or 5)	<u>6039</u>	<u>0.75</u>	A1, Others
4	No	No	Multi Match/Directional	736	0.09	A1, K1
4	No	No	Multi Match/Suffix	361	0.04	A1, K2
			'Index 4' Total Records	1097	0.14	
5	No	No	Last Line Did Not Match	0	0.00	A1, J
5	No	No	Multi Match/Primary Addr	54	0.01	A1, K
5	No	No	Missing Street Number	2520	0.31	A1, M1
5	No	No	Missing PO Box Number	16	0.00	A1, Q1
5	No	No	Addr Not Found	9810	1.21	A1, M2
5	No	No	PO BOX Not Found	297	0.04	A1, Q2
5	No	No	ZIPmove No Match, Component Change	3	0.00	A1, Z1
5	No	No	ZIPmove No Match, Invalid New ZIP+4	<u>0</u>	<u>0.00</u>	A1, Z2
			'Index 5' Total Records	12700	1.57	

* Please Note: Footnote counts on this report might not balance with footnote counts shown on the DPV report #1 since records with multiple footnotes are assigned only one Deliverability Index Score. If you have requested DSF2™, DSF2™ Footnotes are furnished when a match is made to DPV.



DSF2™ Report - 3 Delivery Type Detail

(pg 1 of 2)

	<u>QUANTITY</u>	<u>PERCENT</u>
Records Processed	810306	100.00
Total Matched to DPV / DSF2™ Files (includes matches missing sec addr)	771108	95.16
Total Not Matched to DPV / DSF2™ Files*	39198	4.84
 <u>RESIDENTIAL DELIVERY TYPES</u>		
A Residential Delivery Curb	303481	37.45
AV Residential Delivery Curb - Vacant	1711	0.21
Total Residential Delivery Curb	305192	37.66
B Residential Delivery NDCBU	72583	8.96
BV Residential Delivery NDCBU - Vacant	443	0.05
Total Residential Delivery NDCBU	73026	9.01
C Residential Delivery Central	57724	7.12
CV Residential Delivery Central - Vacant	430	0.05
Total Residential Delivery Central	58154	7.18
D Residential Delivery Doorslot	248788	30.70
DV Residential Delivery Doorslot - Vacant	2246	0.28
Total Residential Delivery Doorslot	251034	30.98
E Residential Delivery Unknown Delivery Type	57686	7.12
EV Residential Delivery Unknown Delivery Type - Vacant	1527	0.19
Total Residential Unknown Delivery Type	59213	7.31
Total Residential Delivery Types	746619	92.14

* Since no DPV/DSF2™ match occurred delivery type coding is not available.



DSF2™ Report - 3 Delivery Type Detail

(pg 2 of 2)

(continued)		<u>QUANTITY</u>	<u>PERCENT</u>
<u>BUSINESS DELIVERY TYPES</u>			
I	Business Delivery Curb	4557	0.56
IV	Business Delivery Curb - Vacant	24	0.00
	Total Business Delivery Curb	4581	0.57
J	Business Delivery NDCBU	801	0.10
JV	Business Delivery NDCBU - Vacant	12	0.00
	Total Business Delivery NDCBU	813	0.10
K	Business Delivery Central	652	0.08
KV	Business Delivery Central - Vacant	16	0.00
	Total Business Delivery Central	668	0.08
L	Business Delivery Doorslot	6060	0.75
LV	Business Delivery Doorslot - Vacant	92	0.01
	Total Business Delivery Doorslot	6152	0.76
M	Business Delivery Unknown Delivery Type	4706	0.58
MV	Business Delivery Unknown Delivery Type - Vacant	93	0.01
	Business Delivery Unknown Delivery Type	4799	0.59
	Total Business Delivery Delivery Types	17013	2.10
<u>UNKNOWN DELIVERY TYPES</u>			
X	No Statistics Available	7476	0.92



DSF2™ Report - 4 Delivery Type & ZIP+4 Summary

<u>DELIVERY TYPE</u>	<u>QUANTITY</u>	<u>PERCENT</u>
Records Processed	810306	100.00
Matched to DPV File (Matched on all Components)	749481	92.49
Matched to DPV File (Secondary Addr present but not used)	<u>10904</u>	<u>1.35</u>
Matched to DPV File (Addr is Missing Secondary Addr Component)	<u>10723</u>	<u>1.32</u>
Total Matched to DPV File	771108	95.16
Total Not Matched to DPV / DSF2™ Files	39198	4.84
Residential	740262	91.36
Residential Vacant	6357	0.78
Business	16776	2.07
Business Vacant	237	0.03
No Statistics Available	7476	0.92
Seasonal Delivery	222	0.03
LACS Address	21	0.00
 <u>ZIP+4 ADDRESS TYPE</u>		
Total Matched to ZIP+4	790470	97.55
Total Not Matched to ZIP+4	19836	2.45
Street Address	635928	78.48
PO Box	46747	5.77
Rural Route or Highway Contract	14526	1.79
High Rise	93067	11.49
General Delivery	167	0.02
Firm	35	0.00
Type Unknown Match	0	0.00