



January 22, 2010

Dear Valued Customer

As of January 4, 2010, the new regulations at the United States Postal Service (USPS) will require all business mailers to run their mailing pieces through the National Change of Address (NCOA) process in order to receive postage discounts and avoid penalties. This new requirement will help the post office deliver mail more quickly and efficiently while still offering their customers large postage discounts.

The NCOA process is simply a method of changing a provided address to the most current address as known by the USPS. This is done at Wright's by running your address data through NCOA as we are processing your job prior to printing and mailing. Any addresses that require updating are called 'hits'. These hits are changed and reflected properly on the printed mail piece. The 'hits' are provided in a report and forwarded back to you for updating in your database, which will then be reflected accurately the next time you transmit to us.

We understand, however, that there may be circumstances where our customers would like us to refrain from changing a provided address, regardless of its' accuracy. This is also possible and we would still run it through NCOA but not apply the change. We would simply send it out at full rate (\$.44 each) as it may no longer be co-mingled with discounted mail because it is essentially a bad address as viewed by the USPS.

In order to provide you with the service of your preference, please let us know which option you would like:

- 1) NCOA with applied corrections (cost of \$.005 per 'hit') or
- 2) Run through NCOA without applying the corrections and send those mail pieces at full rate (\$.44 each).

If you wish to select the first option, please fill out the attached form and return to us. Should you decide on the second option and not have your addresses corrected, please respond via e-mail in that regard.

Thank you in advance for your timely response. Should you have any questions, please let your CSR or me know and we would be happy to answer them for you.

Sincerely,

A handwritten signature in blue ink that reads 'Tim L. White'.

Tim L. White
Vice President, Operations