

THE UMS WORD

Automation Flats

A new way to think about Flats

For the last 20 years United Mailing Services has offered our customers the ability to discount all flat mail at a pre-sort level. This service was viewed as a value added service that we provided to our customers. In very few instances were the flats viewed at a higher priority than letters, however this process allowed our customers additional savings in postage. Flats always seemed to be the afterthought when we would talk about mail. Letters were the major savings for customers, letters were the main topic of conversations. That has all seemed to change.



At UMS we view the business relationship with the USPS as a partnership. The USPS uses Rates and Regulations to drive customer behavior. In the last Rate Case the message was loud and clear from the USPS, they "want Automation Flats." UMS heard their message and therefore we now submit daily automation flat mailings, both First class and Standard.

With all the major changes the USPS has made in flat processing regulations and the postage pricing structure, flats have made their way to the forefront of discussions throughout the mailing industry. Customers are looking for additional ways to save money on flats. UMS is providing



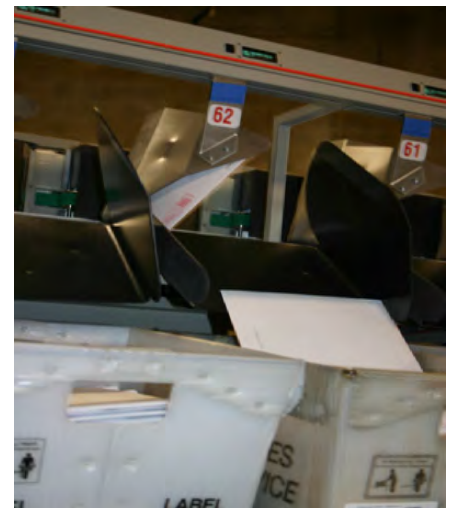
those opportunities. United Mailing Services has led the way by moving quickly to transfer our pre-sorted flat volume of mail to the automation world. We felt that the mailing industry would be very excited about this additional savings that automation discounts would bring, and we were right!

Because of our Automation Flats Department and the purchase of our new equipment, United Mailing Services was privileged to have members of the USPS visit our Milwaukee location. In our conversations about the equipment and automation flat process we believe that United Mailing Services' vision of the flat industry was correct. UMS understands the direction of the USPS in regards to flats and is working on helping the Great Lakes District achieve their goals of automated mail. The fact that we were able to increase our overall volume of mail by offering savings to mail that was before being full rated is impressive.

With the additional savings available to our customers and the amount of focus being placed on flats at the USPS, United Mailing Services believes that we are just at the beginning of the auto flat revolution. UMS has doubled our flat staff and with the success of the hubbing process between Milwaukee, Madison, Green Bay,

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and Oshkosh we have increased our daily flat volume by 88%. We believe there are many exciting changes to come to the flat market and we will be there to provide our customers with the best automation solution as always, **Helping you save more on mailing!**



In August of 2006 United Mailing Services, Inc. was excited to announce United Data Tech LLC. United Data Tech is an inkjet, fulfillment, list services, and print to mail division of UMS. With branches open in Wausau and Milwaukee already, UDT has the ability to serve both current and potential customers.

With brand new Videojet Inkjetting Systems, BCC List Software and New Fulfillment Equipment, UDT offers some of the newest technologies in the

industry. From Spot Color printing to printing of images and logos and the ability to spray on UV coated stock. UDT uses the same principals of service level offered by UMS. UDT will process jobs of any size and shape. We believe these services and savings should be available to all size business mailers.

UDT's list management process involves conversions of different file formats, de-duplication, list cleansing and correction. All this is done through list software that can get more of your mail to read

at barcode rates which means lower per piece postage costs.

UMS is always searching for additional services to help our customers *save more on mailing*. With the induction of UDT, UMS has again succeeded on that effort. UDT has seen significant growth and will be adding additional services in the near future. If you are interested or have a project that you think we may be able to help you with call your UMS representative for more information.

Tony Kastern

In September of 2007 United Mailing Services, Inc. was pleased to welcome Tony Kastern as the newest member of our team.

Tony has been hired as our Second Shift Production Manager in our Brookfield facility. He brings twelve years of management experience in mail operations. When Tony

is not working in the mail industry he enjoys being out on the golf course, riding his motorcycle or spending quality time on his fishing boat. His knowledge extends into logistics, copy services, fulfillment and mail center operations. Tony brings skills which will assist UMS moving into future projects and services for our customers.

Tony looks forward to continuing our tradition of providing quality services to our

customers. We welcome Tony to the team!



USPS News & Notes

- **Cass / Mass Cycle postponed**

The USPS has informed CASS/MASS vendors that cycle M implementation will be postponed from August 1, 2008 to August 1, 2009. The current cycle L will be valid through July 31, 2009. However the USPS is still requiring that MASS certified equipment must be able to spray the IMB (intelligent mail barcode) on or before January 1, 2009. For more information contact the NCSC at 1-800-642-2914

- **Move Update for Standard**

On September 28, 2007 the USPS published the final rule on the new Move Update standards for First-Class and Standard Mail in the Federal Register. The new standards require mailers to update their mailing lists at a minimum of 95 days vs. 185 days before mailing and extend the revised "Move Update" requirement to include all standard mail. These changes have an effective date of November 23, 2008. For a complete copy of the notice see the Federal Register at www.ribbs.usps.gov

- **Proposed New Standards**

Wednesday October 10, 2007 the Postal Service proposed two new revisions in the Federal Register. The proposed revisions included a minimum font type of 8-point and the lines and characters in the address must not touch or overlap (what about handwritten mail?). Here at UMS we believe these revisions should not be passed. If you wish to comment, please contact your UMS representative.

Intelligent Mail Barcode



First it was known as the "4-State Customer Barcode", then the "One-Code". Now the USPS has decided on the name, the "Intelligent Mail Barcode". Most of you have heard about the Intelligent Mail Barcode (IMB) at some time and may have questions concerning it. The implementation of the IMB is right around the corner, but like always, United Mailing Services has the solution for you.

The Intelligent Mail Barcode (IMB) is a new USPS barcode used to sort and track letters and flats. The IMB combines the data of the Postnet and Planet Code barcodes together into one code. This allows the USPS a greater trackability of each mail piece. The IMB also gives the customer the ability to add other information into the code, such as other USPS product information, move update or customer identification codes.

The full implementation and CASS Certification date is July 1, 2009 however UMS must show ability to spray by

January 1, 2009. That date is coming up fast but there are no concerns, United Mailing Services will be ready. The update of all our equipment is right on schedule. Come July 1, 2009 UMS will be spraying Intelligent Mail Barcodes instead of the postnet delivery point barcode we currently spray today. This change should be seamless to our customer base.

There are still many questions about the IMB. As your mail service provider we are watching out for your business concerns and will keep you updated on any issues that may need your attention. The IMB also will give you the owner of the mail, more flexibility into the options available with this code. During your next visit with UMS, make sure you address any questions you may have with the IMB so we can get your answers.

USPS Holiday Schedule

Milwaukee

Closed: Thurs Nov. 22nd,
Tues. Dec. 25th,
Tues. Jan. 1st

Closing Early: Mon. Dec. 24th– 3PM
Mon. Dec. 31st– 6:30PM

Green Bay

Closed: Thurs. Nov. 22nd,
Tues. Dec. 25th,
Tues. Jan. 1st

Oshkosh

Closed: Thurs. Nov. 22nd,
Tues. Dec. 25th,
Tues. Jan. 1st

Wausau

Closed: Thurs. Nov. 22nd,
Tues. Dec. 25th,
Tues. Jan. 1st

Closing Early: Mon. Dec. 24th– 3PM
Mon. Dec. 31st– 6:30PM

Madison

Closed: Thurs. Nov. 22nd,
Tues. Dec. 25th,
Tues. Jan. 1st

Closing Early: Mon. Dec. 24th– 3PM



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*Helping You Save
More on Mailing!*

From the UMS Blog– DPV

As of August 1, 2007 the United States Postal Service implemented Delivery Point Validation (DPV) for all discounted mailers. DPV is a mandate issued by the USPS to all mail owners (UMS customers), and carried out by CASS certified licensees (UMS) to ensure all discounted mail is verified to have a true delivery point address. A true delivery point address means that there is an actual current recipient's mail box to go along with the address on the mail piece. If the address on the mail piece is not a delivery point address, with a legitimate mail box as the recipient, DPV will reject the mail piece and therefore not be eligible for automation discounts. DPV mail could still be delivered to the recipient, however, discounts associated with that mail will no longer be granted by the USPS.

DPV is a strategy the USPS is utilizing to help diminish the costs associated with UAA (Undeliverable as Addressed) mail pieces. UAA is first class mail which the recipient's address is inaccurate, incomplete, or erroneous on the mail piece. The USPS is unable to deliver the mail piece as they are addressed. DPV provides the highest level of address accuracy checking. DPV is a validation process, not a correction process. Missing data or incorrect elements in the address will not be corrected, merely rejected.

In testing and analyzing DPV live statistics, UMS overall customer base falls well within the USPS estimated levels. Our individual customers average between 1-4% DPV negative results. Additional postage necessary to send customer's mail out at non-discounted rates will be reflected on customer's invoices. If you have any questions contact your UMS representative.

We're on the Web!
unitedmailingservices.com