



Action Mail Presort, Inc.

United States Postal Service Site Certified Mailing Facility

***"Your Full Service
Mail Processing Center"***

A Valley Leader in Direct Mail Services

including:

Complete Letter Shop • Mail Presort Services • In-House Print Shop
Fulfillment • Data & List Management • Creative Services

We Provide Solutions – Not Excuses!

AMP Can Save You Money By:

- Presorting your daily First Class Mail to receive the largest postage discounts available from the US Postal Service for First Class & Standard A (3rd) mail
- Reducing the work force and payroll needed to handle your mail
- Eliminating your need to buy expensive technological equipment, maintenance programs, equipment rental and leasing, and supplies for the equipment. AMP already has everything required to complete your projects
- Ensuring that you're mail and project designs conform to USPS Guidelines and achieve the lowest possible postage rates

AMP Can Save You Time By:

- Providing the state-of-the-art equipment needed to make every mail processing job more efficient and accurate.
- Offering "One-Stop" service. AMP offers every step and service needed to create and process a successful direct mail project
- Establishing a system and relationship with your company to guarantee that your mail is processed to your standards, on time and at the best savings possible
- Custom designed processes for each client – services are provided and tailored to YOUR particular needs – you won't find a 'one size fits all' mentality when you do business with Action Mail Presort.



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Our History

Action Mail Presort had its start in March, 1985, as the first business venture of entrepreneur / owner Ms. Terry Thompson. It had a slow start, but steadily climbed upward. In 1996, Bill Thompson retired as VP of Krystal Aviation and joined Action Mail Presort full time. The growth of the company has averaged 20% annually. Action Mail Presort, Inc., now has a full house of full-time and part-time employees as well as numerous regular temporary employees, contract couriers, computer specialists and creative talents.

Over all these years, we have expanded our service area that now includes not only the Chattanooga area but also northwest Georgia and northeast Alabama.

In 1996, Action Mail Presort, Inc. relocated the entire company to a custom designed and built facility to accommodate our continuing growth. The increased space has allowed expansion of some departments and the creation of others. The new facility and its benefits have made Action Mail Presort better able to serve its customers in even more ways.

Our Experience

The experienced staff and operators at Action Mail Presort are the backbone of the company. We have specialists, with years of on the job experience, accomplishing the tasks to complete your job with precision and speed. Many of our people have been working in their respective fields for decades and bring to AMP a background and ability of unmatched value. The employees that are newer to our team go through extensive training here at AMP to learn the intricacies of the tasks they perform. Our experience and knowledge are what makes Action Mail Presort successful and competitive.

Training

Action Mail Presort has trained, experienced personnel to serve your every need. Regardless of the type of task; machine operating or customer service, accounting or data processing, Action Mail Presort has gone through extensive training to make sure we do it efficiently, and we do it right. Whether it's a college degree in accounting, marketing or computer sciences, or vocational technical training for heavy machine operation, or an intensive week long training session of a specific component, AMP people have the background required to produce the quality work you deserve. We are continually attending seminars and classes for ongoing education in the processes and technology so necessary to our industry. You can rest assured that AMP and its personnel know how to do the job.

Commitment

Action Mail Presort has made a commitment to its customers and community. We strive to provide the best possible services and product. This benefits both our valued clients and the people of the Chattanooga Area. By providing high quality, we attract customers from all over Tennessee, Georgia and Alabama. This brings in both work and dollars to AMP and the local community. Our good name becomes a reference and our service standards are a benchmark for other local businesses. Action Mail Presort, as well as many of our people are involved in community activities and charities; US Chamber of Commerce, Better Business Bureau, and the National Association of Presort Mailers to name a few. We are proud of our work, and proud of our community. We are particularly proud to have been chosen as "Vendor of the Year" by TVA – an entity that seeks and recognizes the value of quality performance from its vendors.



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Facility

We're Opened and Relocated To Our New 12,000 Sq. ft.
Facility at 4830 Jersey Pike, Chattanooga, TN,
To Accommodate Our Steady Growth!

With Main Offices and Production Complex located in Chattanooga, Action Mail Presort serves a local customer base comprising most of the Chattanooga, Cleveland, Dalton, and Fort Oglethorpe areas. Both Administration and Production are conducted from the same building, giving us a fast, efficient system. We have a 12,000 sq. ft. complex located at 4830 Jersey Pike, Chattanooga, TN. It's freeway close and truck friendly, with large bay doors for access. There are pallet jacks and forklifts available to handle your stock. If you would like to view the secure facilities, we will gladly provide a walk through of our departments. We also have an open door policy to encourage our clients to stop by anytime and see their mail as it's being processed, NO APPOINTMENT NEEDED!

Technology

In an Industry so dependent on technology and machinery, AMP goes to great length and expense to have the best equipment and training to serve you. As well as the schooling, training and ongoing education, we have invested in equipment and control systems that are industry leaders. We have only the latest in computer systems and software, allowing AMP to process data and mail at amazingly high speeds, accurately and efficiently. The Letter Shop machinery is designed for speed, accuracy and endurance. AMP has backup hardware for failsafe. We have printers to cover every need; high speed, high-resolution, color, duplex, multi-format. AMP is making use of many new technologies brought to us in the "Information Age"; e-mail, Internet, Etc. These new technologies can speed up the logistical processes required to complete your job quickly and perfectly. **AMP is committed to providing the best technology based services and product available.**

Resources

Action Mail Presort goes to great lengths to work with the most reliable and cost conscious vendors and contractors. Their good services and products allow us to provide you with the level of quality you want and deserve. In keeping with the AMP philosophy of community service, we do our best to stay local, and support the valley economy. Years have been spent building relationships with the people who supply AMP the materials and services we need. We could not do our job properly and efficiently without our incredible vendors, and we thank them.

Our Services

<p>LETTER SHOP</p> <ul style="list-style-type: none"> ❖ Folding ❖ Inserting ❖ Sealing ❖ Metering ❖ Tabbng ❖ Bursting ❖ Collating ❖ Adhesive Labels 	<p>PRESORT</p> <ul style="list-style-type: none"> ❖ Presort Services ❖ 1st Class ❖ Standard A (3rd) ❖ Barcodes ❖ CASS & MASS Certified ❖ Bar-coded Handwritten Script Envelopes 	<p>DATA PROCESSING</p> <ul style="list-style-type: none"> ❖ Address Data Merges ❖ Address Duplication Removal ❖ Address List Management ❖ File Conversions ❖ Form Data Merge ❖ Statement Generation ❖ Custom Programming
<p>PRINT SHOP</p> <ul style="list-style-type: none"> ❖ Duplexing ❖ Label Generation ❖ Billing Cycle Printing ❖ Color Laser Printing ❖ Custom Projects 	<p>FULFILLMENT</p> <ul style="list-style-type: none"> ❖ Literature/Catalogs ❖ Small Product ❖ Turnkey Service ❖ Material Storage ❖ Kit Assembly 	<p>CREATIVE</p> <ul style="list-style-type: none"> ❖ Desktop Publishing ❖ Consultation ❖ Form Design ❖ Form/Flyer Layout



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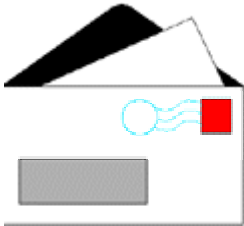
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Folding

Multiple folds, custom dimensions, multiple pages, precision alignment are but a few of the folding services we offer in the AMP Letter Shop. We can fold your document, such as a statement, so the printed address shows completely through a windowed envelope eliminating the need for labels or direct impression printing. This is possible with single or multiple pages folded together including up to 3 additional inserts. The folds are adjustable, allowing most dimensions of stock and envelopes. So regardless of your type of job (statements, flyers, brochures, thank you notes, mail-merged letters), Action Mail Presort can fold them to your specifications.



Inserting

With the latest in inserting technology, Action Mail Presort is the perfect company to prepare your statements or flyers for mailing. We can insert various items into a single envelope; postcards, envelopes, brochures, etc. When we provide inserting services in conjunction with folding, metering, sealing and sorting, AMP can take your mail piece from start to finish, AND save you on postage. We can even design, produce and print your project using the Print Shop and Creative Services departments.



Sealing

We have more than enough "tongue-ology" to seal up all those envelopes full of your important materials, AND we can do it fast - no drips, no drooling!



Metering

Tongue chapped from all the licking and sticking? AMP can help. Our assortment of metering machines can meter any size mail piece, really fast. Therefore, if your meter is broken down or you just don't like the taste of those stamps anymore, our fast accurate meters can save you time and "dry mouth".



Tabbing

Self Mailer? Double Postcard? Newsletter? Fold Flyer? Catalogue? All these and a few more require tabbing to be mailed as 1st or 3rd Class Presorted Mail. Single tab, double tabs, easy. Top placement; maybe bottom instead, no problem!



Burs-ting

You'd think you were getting ready for a parade. All those little strips of paper with holes on them coming off your reports in long streams. If they are making a mess, cluttering up your office, let us do the ripping and cleaning. AMP has some high speed machines to strip the edges and separate the pages of your continuous paper forms and reports. We can then collate the report or insert separate pages into envelopes for you, as well.



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Collating & Decollating

We can put all those sheets in a specific order for you, so at the other end it comes out to be a real live document. Just to be different, we can take that nicely organized document and decollate it into separate yet neatly arranged piles! We can then organize and place or bind the items into portfolio's, notebooks, large envelopes, etc. – your choice!

Adhesive Labels

Peel and Stick, Peel and Stick, Peel and Stick, If you're tired of peeling and sticking, let us do it for you. We have the equipment and people to complete your labeling job fast and right. AMP offers both machine and hand labeling services of all types, styles and uses of labels. We can handle standard labels, exotic labels and even

custom labels. Placement anywhere on your piece; standard address placement, return information, special announcement, interior pages, etc. Whether we generate the labels, or you provide them completed, we can apply them to your mail piece, no problem.



FulFillment Services

Action Mail Presort Inc. is your full service mail house. We offer complete turnkey fulfillment services. By combining the Creative Services, Data Processing, Print Shop, Letter Shop and Presort Departments, AMP Fulfillment provides a completed project from start to finish. **Creative** can design and create an effective, high impact mail piece that meets all USPS standards for mailing at the lowest rates possible. **Print Shop** can generate

your information as needed, in large or small quantities. **Data Processing** can take orders or requests for your mail piece, enter it into the data flow, and then output the results for a timely mailing to the person wanting your material. **Letter Shop** can then assemble the mail piece, add the required postage and place it in the mail flow. **Presort** can finish up by automating your piece to be sent at the lowest possible postage rate. You just took the order, put together the information, packaged it up, sent it out and saved some money -- *without even having to answer a phone call*. Everything should be this easy.

Color & B/W Laser Printing - High Speed Color Laser Printing Systems

Need fast, high quality, laser printing with **color highlights**? No problem! Action Mail Presort has the technology, equipment and know-how to print your job. Our printing systems give you the option of selecting process standard **Red**, **Blue** or **Green** as a highlight color to stand out against your main black text, or print your entire document in color, highlight your logo with color. Forms, Statements, Letters, Manuals, Flyers, Brochures, Handbooks, Boiler plates can all benefit from adding a little color to your print jobs, elements like colored boxes, reverse type, color emphasized type, shadows, gray scales, photographs, line art, color logos, and so much more.

XELQUDDUPLEXING - One Pass High Speed Duplex Printing

Faster than a second pass, dryer than an offset job, more consistent than mixed and diluted inks! Is it SuperPrinter? Nah. Just little ol' Action Mail Presort and their high speed, color highlight, laser technology, duplexing printing system. In one pass, **just one**, we can print colors on both sides. No drying time, no second runs, no second passes, no extra setups, no delays. Everything is completed in a single speedy pass ready to go immediately into envelopes or the mail.



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1st Class or Standard A (3rd Class) Sorting. We use an MLOCR (Multi-line Optical Character Reader, such as used by the Postal Service for mail handling) to automatically sort your mail to maximize speed and efficiency and minimize your costs!



CASS, MASS & USPS Certified Bulk Mail

As a USPS Site-Certified facility, Action Mail Presort, Inc. is able to process all your mailing needs, including 3rd Class and non-profit bulk mailings!



Handwritten Mail Bar-coded

AMP can barcode your handwritten addressed envelopes to allow you to take automated postage discounts on mail that previously ineligible for this discount. This is done on our MLOCR at speeds of 36,000 pieces per hour. Our MLOCR is equipped with "Parascript" camera technology, which can read both script and printed handwritten addresses and apply the correct delivery point barcode. This greatly increases the speed of the mail piece through the Postal Service system and assures the mail is in the hands of the recipient as quickly as a typed addressed mail piece does. No more "snail mail" when Parascript barcodes your handwritten mail.



Bar-coding

Bar coding is the process of placing the USPS Approved Postnet Barcode, which is based on the actual address, on each mail piece to make processing the mail more efficient and accurate, as well as saving the mailer money. The barcode is different on each mail piece and constructed from portions of the actual address: ZIP Code, Address Range, Street Name, etc. AMP has sophisticated equipment used to read your addresses, process the proper barcode and print it on each mail piece. This process can be done *before* or *after* the address is printed or labeled on a mail piece. Bar-coding is available for First Class automation compatible letter mail, Standard Class automation compatible mail, and Non-profit automation compatible mail.

There are multiple benefits of bar-coding your mail:

- **Postage Savings:** Properly developed and printed barcodes will qualify your mail piece for significant postage discounts.
- **Efficiency:** A barcode streamlines the mailing process allowing for quicker delivery of your processed mail.
- **Accuracy:** A barcode increases the delivery accuracy of a mail piece.

CASS Certified Barcode Generation

AMP can barcode your data for use in automated 1st and 3rd Class Mailings. You can supply the data or we can create it through data entry. The data is imported into CASS & USPS Certified software and Address Standardized to meet regulations. This sophisticated software removes undeliverable addresses, remove duplicates according to specifications and then organizes the address into the most economical groupings. The addresses then output to labels or by Direct Impression printing them onto your mail piece. This process can get you the lowest postage rates available for your mailing.



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Label Generation - Labels, Labels, Labels & More Labels - Every kind of label

you may need – Action Mail Presort has the all the know how, all the equipment and all the resources to generate the perfect labels for your application. Whether you need simple address labels, labels with Barcodes, shipping labels; AMP can create them quickly and cost effectively regardless if you need 100 or 100,000. After they are printed, our Letter Shop can then apply the labels to your mail piece. AMP has the right printers: (High Capacity Dot Matrix, High Resolution Laser, Color Laser, and Direct Impression) -which utilizes all media types: Adhesive Labels and Custom Designed) -in all available formats: Tractor Feed: Single/Multi-Label, Sheet Feed, Laser, and Inkjet - for unlimited uses: Address Labels, Shipping Labels, Return Address Labels, Special Projects



Direct Impression Printing - A More Handsome Alternative to Labels

Direct Impression enhances the look of your mail piece by printing the merged Name and Address directly on the paper. By eliminating the label, your presentation appears to be more custom and personalized. Your potential clients will feel more like the select few, than the one of the masses. The Direct Impression Printer is used with full automation in mind: including Barcodes, Carrier Routes and Package Breaks. It is capable of printing on Envelopes, Postcards, Flats and just about anything else you need.

Making A Good Impression

A Brief Overview of Direct Impression Printing and Its Benefits

The current trend in the Mail Presort and Direct Mail Marketing industries is towards Direct Impression printing and away from adhesive labels. What is Direct Impression (DI) printing? It is a way to save money while looking good.

DI printing is the technology of printing the name, address and other information normally found on a mail piece's label, directly on the piece itself. Using new technologies and specialized printers, we are able to print this information at a faster rate than we can with most methods and standard labels. When DI is completed, there is no need for placement of labels. The whole job is done.

DI printing offers a number of advantages over the older label generation technologies, like adhesive or Cheshire. Businesses should take a very serious look at how DI can make their mailings more successful.

One of the most important advantages propelling DI into a prominent spot in the Direct Mail Business is its inherent benefits to the environment. DI requires no labels. Therefore, no need for paper and glue. Not only saving trees and resources, but also keeping one less product out of landfills - seems small, but add up all the labels on all the mail to all the people - it just got huge). For environmentally conscious companies, this is a great technology.

For almost the exact same reasons DI is a green technology, it can help a business's pocket book. No labels! The expense of the actual labels is eliminated, along with the cost of placing them on each mail piece. Instead of printing onto a label, the ink goes directly onto the mail piece, saving stock and one laborious step.

The third, and possibly most important reason is aesthetics. DI just plain "looks" better. Studies have shown that the consumers develop a better feeling from a mail piece with their name printed directly on it. Labels often "feel" like a mass mailing. The DI information can seem more personal to the end receiver, while labels connote one of the many. The "you didn't even care enough to address it to me" syndrome.

While DI is a fantastic alternative to labels, there are some limitations. A business will want to design a mail piece with DI as the specific printing technology by observing thickness considerations, fold orientation, tabbing, etc. AMP can provide more detailed information, or help plan a mail piece specifically for use with Direct Impression technologies.



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Address List Management

Tired of trying to keep up with all those changes in your data? Wish all those people would quit moving? Let AMP take this little hassle out of your life. Our trained and experienced Data Processing department can set-up and maintain a comprehensive, efficient and safe data base system. We offer complete management including ads, editing, deletes, purges and merges. Custom outputs, searches and statistical reports are just a phone call away. We can supply results of searches or the entire data base on paper, floppies, ZIP cartridges, by e-mail or any of our other media types.

Presort Processing: Once we have your database (created and maintained by us or not), we can process it, then set it up for use in your merge or mail programs. We can extract records by criteria, allowing us to process only portions of your database. This gives you the ability to do highly refined direct mailings.



Address Standardization and Correction

The USPS is fussy about addresses and their formats when it comes to automated 1st and 3rd Class Mail. The Data Processing department has powerful computers and sophisticated software created to convert your database into USPS standards including Barcodes and Carrier Routes.



Duplication Removal - Removal of Duplicate Addresses and Records

AMP uses the latest merge/purge technologies to remove unwanted records, search, and destroy duplications. Removing address and record duplications:

- ✓ Minimize Sorting and Processing Costs by removing the files before sorted for mailing discounts.
- ✓ Reduce number of mail pieces actually produced to the number you need to send, eliminating the waste of mailing unnecessary pieces.
- ✓ You don't have to pay postage to send 2 of the same mail piece to "Jane" or the "John Doe Household"

A data or address file can be "de-dup'd" by a wide variety of criteria. The most common methods are:

- ✓ One Per Person: A person with the same name and address is considered a duplicate
- ✓ One Per Address: Any exact matching address is considered a duplicate
- ✓ One Per Company: Send a single piece to each company
- ✓ One Per Account: Ensure that every account receives a notice, even if a person gets two (sometimes required by policy or law)

Removing duplications is an easy, fast and inexpensive method of saving you time and money.



Turn-Key Services

Start to Finish. **Big** or **Small**. Action Mail Presort can provide the fulfillment services for your important project and materials. We can custom design a system that works for you and your customers. Satisfaction guaranteed to everyone.



Kit Assembly - Kit and Package Assembly

The trained and experienced staff at Action Mail Presort can help put all those separate materials you have into one complete finished kit or package. Custom handwork is a staple of our fulfillment business. If you need different material to go to different



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people, certain catalogues sent to certain regions or any other specialized delivery requirements, we have the know how and the means to provide quality kit and package fulfillment.



Internet Data Transfers

Action Mail Presort supports most forms of electronic media. Our use of e-mail, Internet access and other methods of computerized communications allow for fast turnarounds and on-line confirmations. File transfers and document inspections can take place while voice conversations discuss the intended job or the files themselves. The World-Wide-Internet also enhances our abilities regarding Fulfillment and Job Tracking. This allows us to keep you updated, without requiring any of your valuable time. **Available Transfer Options** - Internet FTP, Telnet, E-mail, Remote Access, Direct Connection via Modem, Facsimile and, of course, the ever popular Voice Telephone



Computerized Statement/Document Generation -

Using AS400 or Unix? Want the ease of using your Personal Computer and more familiar software? Okay.

Action Mail Presort created a Custom Data Entry Program to achieve the speed and accuracy it could not find from the numerous commercial packages. When we tested and evaluated the software on the market, we found all the applications to be lacking in some area or unable to interpolate the raw data provided. So, we developed our own! Action Mail Presorts Data Processing Division wrote its own program that has the ability to be customized to diverse data criteria needs – regardless the industry and final print requirements. This allowed us to incorporate all the features we believed would produce a system that was faster and more accurate for our Data Entry operators. This speed and efficiency benefits you with lower costs and more accurate data for your mailings. No one else in the world has our MailBytes system, so no one in the world can offer you the incredible benefits. If you would like to know more about MailBytes, its features and benefits, contact us. We're always happy to show off our technology and experienced personnel. Action Mail Presort can read virtually any file you provide. We can then use your information to complete your project at our shop. What if you have an ASCII Comma Delimited from Unix, but want the print control of your Personal Computer, we can do it, no problem. We could also convert to and from most of the numerous formats of today's diverse technology. No problem!

One file or a CD full of hundreds of files, AMP has the technology and skills to take what you give us, and turn it into what you need to get the job done. If you're not sure what format you use or need, contact us, and we'll identify it for you!

With our system, we can provide:

- ✓ Layout Services - Form and Flyer Layout
- ✓ Data to Form Merges (on the Fly!)
- ✓ Mass Print/Mail Personalization - The Art of Personalizing your mail to your address list - a technology that combines data processing, multiple printing techniques and powerful design to create direct mail pieces with more impact and sales power than ever before. Call to learn more about this powerful marketing tool.



Desktop Publishing - From Concept to Completion

Action Mail Presort has the technology, knowledge and experience to produce your mail piece starting with concepts and brainstorming, and finishing up with dropping it off at the US Post Office.

Our equipment is state of the art. Our computers are razor's edge technology to provide lightning quick file I/O for the larger files and graphics. We have a plethora of printers allowing us to accommodate every need; Color, Duplexing, High Resolution, Continuous Feed, Etc.



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The software applications are industry standards. Pagemaker, Photoshop, Word, Excel, Illustrator, Corel DRAW, KAI's, Etc. We have a software package to cover every need. We have media transfer and file conversion capabilities to be compatible with the packages you may use. Yes! We even do illustrative art. What kind of look do you like?



Form Design - Computer Based Graphic Design

It doesn't matter. We can create awesome designs for use at our own Print Shop, or via outside sources of your choice. We have the knowledge, the creativity and the experience. Simple, traditional, cutting-edge, elegant, futuristic, eye catching, moody, retro, industrial - pick your look. AMP can deliver.



Consultation

Action Mail Presort has experienced, trained professionals working in all areas of our business. This provides us with a smooth flowing team that has combined knowledge to solve any problem. We can assist or advise you regarding your mail piece. We have information to help design and create a job that has impact, is cost effective and meets all USPS requirements.