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Why Choose Melissa Data?

Superior service: Expert sales & technical support are just a click or phone call away.

Your Data Superstore: Choose from more than 100 products and services to fit every budget or need.

Satisfaction guaranteed: Every purchase is backed by our 30-day total satisfaction guarantee.

High quality: Our CASS™ certification guarantees that your software exceeds USPS® requirements.

Leadership: After more than 20 years serving the direct marketing and data management industry, our reputation is unsurpassed.

Ordering is easy!
Visit MelissaData.com. Call 1-800-MELISSA (635-4772). Our knowledgeable staff is ready to help. Please call M-F 7am – 5 pm PST.

Contents at a glance

Discover what's new

Your business mapping needs are covered! The all-new MelissaMAPS Web site lets you zoom in on the exact geographic area you need mapped… in the size and format you want, with a turnaround you can appreciate. Find the map that best meets your needs from 11 specialized categories, including carrier route, ZIP Code, county, state, and custom designed. Ordering couldn't be easier! Visit Melissadata.com/maps and in four easy steps you can select a map of any geographic area in the United States, choose your map color format, optional street detail, and preferred map style and size. **Page 21**

New a'la carte menu for Business List orders. The online menu lets you order a business list with only the information you can use, so there's no leftovers! The revised Webiste order form makes it possible to pick and choose the selects you want for your business leads, one at a time, instead of the all-or-nothing option previously offered. And it still takes only 3 steps to order your perfect B-2-B list! Visit MelissaData.com/lists. **Page 19**

Save time with the Data Quality Web Service. Now you can send 100 or more records at a time for batch processing using a single document. Save time submitting multiple records for address and phone verification, correction and enhancement. Multiple record processing applies to all offered functions, including the DPV, Geocoder and RBDI options. **Page 8**

New for Oracle…Address Validator. Address Validator for Oracle Warehouse Builder is the latest product release from Melissa Data. Use this simple plug-in to cleanse, validate and standardize name and address data within the ETL process. You'll be able to parse names and genderize, add ZIP+4 Codes, and append latitude and longitude coordinates to the 5-digit ZIP. Easily map the data from any source. No programming is required because Address Validator is used graphically within OWB workflows. **Page 12**

Attention investors & real estate agents. Melissa Data has a new mailing list designed just for you. It's the Absent Homeowners and Landlords list and you can get it delivered right to your email box. Select the geographic area of your choice for property locations, and get a list of the homeowners and landlords nationwide. **Page 18**

NAICS… Keeping up with our changing economy. Data Enhancement Services can now append NAICS codes to the records in your list. Developed in cooperation with Canada and Mexico, the North American Industry Classification System represents one of the most profound changes for statistical programs focusing on emerging economic activities. NAICS groups establishments into industries based on the activity in which they are primarily engaged. NAICS codes enable smart marketing decisions, increase response rates, and keep you on the cutting edge of an ever-changing economy. SIC Coding is also supported. **Page 15**

Free weekly home sales alert. How would you like to have weekly updated information about home sales in a certain ZIP Code? And what if we told you it was absolutely free and delivered right to your email box? Register right now, and every week you will receive an email newsletter with the home sales in your selected ZIP Code for the previous 7 days. You'll get information on the sales price, street and date the sale was recorded. You can un-subscribe or change the ZIP Code at any time. Sign up now at www.MelissaData.com/salesalert. All you have to do is enter the ZIP Code and Melissa Data does the rest. **Page 30**

Data Enhancements

The easiest way to achieve list hygiene and data enhancements.

Product	List hygiene	Database management	Validate & standardize addresses	Update changes of address	Update area codes	Append address data	Append phone data	Append geographic data	Append target marketing data	Eliminate duplicates	Suppress/Flag records	Geocoding	Modeling analysis	Page	Product summary
Address Append	■	■	■			■								p. 17	Adds business, fax or residential phones to name/address list.
Address Dr. Services	■	■	■											p. 13	Validates international addresses for over 200 countries.
Area Code Updates	■	■			■		■							p. 16	Updates area codes that have split or are incorrect.
Business Enhancements		■					■	■	■					p. 17	Appends variable data to your list of businesses.
CASS ZIP+4	■	■	■											p. 15	Validates addresses and appends ZIP+4 codes.
CCOA	■	■	■	■										p. 13	Updates lists for Canadian changes of address.
Consumer Enhancements		■							■				■	p. 17	Appends variable data to your list of consumers.
Data Warehousing	■	■	■	■		■	■	■	■	■	■			p. 17	Melissa Data stores your list with routine maintenance.
Deceased Suppression	■	■									■			p. 15	Flags records of individuals in your list who are deceased.
Deduping	■	■								■	■			p. 16	Eliminates duplicate entries in one list or across multiple.
Do-Not-Mail/Call	■	■									■			p. 16	Suppresses records of opt-out registrants for mail & phone.
DPV/DSF2	■	■	■								■			p. 16	Address validation to exact address, or walk sequencing order.
eMail Append	■	■				■								p. 16	Appends opt-in email addresses to name/address list.
Geocoding		■						■	■			■		p. 16	Appends latitude/longitude & Census tract & block numbers.
LACS	■	■				■								p. 16	Address conversion from rural route to city style addresses.
NAICS Append		■							■					p. 15	Appends North American Industry Classification Sys. codes.
NCOALINK / mCOA	■	■	■	■										p. 15	Updates lists for U.S. changes of address.
Phone Append	■	■		■		■								p. 16	Adds business or residential addresses to name/phone list.

Sales Lists & Maps

Choose your own criteria to find your perfect mailing lists & mapping solutions.

Product	Record counts online	Purchase online	Internet transfer/download	Select by ZIP code	Select by radius	Select by carrier route	Select by SIC code	Select by region	Walk sequence order	Printed labels	Other selects	CASS certified*	NCOA updated	Page	Product summary
Absent Homeowners			■	■	■			■		■	■		■	p. 18	Find homeowners & landlords who do not live on their property.
Business Lists	■	■	■	■			■	■		■	■		■	p. 19	Identify your best B-to-B prospects.
Easy Street			■	■	■	■					■			p. 20	Select your best demographics to target.
MelissaMAPS		■	■	■		■					■			p. 21	Extract demographic & carrier route reports & maps.
New Homeowners	■	■	■	■		■		■			■		■	p. 19	Every type map from carrier route & ZIP to county, state & more.
Occupant Lists	■	■	■	■		■		■	■		■		■	p. 18	Monthly subscription or purchase on demand.
Residential Lists			■	■		■		■			■	■	■	p. 19	Saturate an area for lowest postage rates.
Specialty Lists			■	■		■		■		■	■		■	p. 20	Reach consumers with common attributes.

MELISSA DATA

Data Quality Tools — product summary

Build power into your custom applications or websites.

Product	Page	Real time - point of entry	Batch mode processing	Validate & standardize addresses	Eliminate duplicates	ZIP+4 and/or postal codes	Linux/Solaris versions	Geocode: latitude/longitude	Geographic/marketing data	Demographic/Census data	Verify & update phone #s	Parse names & genderize	Search, locate, distance	Data management	Summary
Address Dr. Enterprise	p. 13	■	■	■		■									Validate & standardize international addresses in custom apps.
Address Dr. E-commerce	p. 13														Validate & standardize international addresses via Web service.
Address Object API	p. 6	■	■	■	■	■		■	■					■	Verify, correct, standardize & enhance U.S. addresses.
Address Validator	p. 12		■			■						■			Verify, correct, & standardize addresses in Oracle Warehouse Builder.
Canada Address Object	p. 13	■	■	■		■								■	Validate Canadian addresses to Canada Post standards.
Canadian Postal Data	p. 13	■	■			■		■	■						Verify municipality/province/postal code, get geographic link.
Clean Address	p. 12	■	■	■	■		■								Validate US addresses in Oracle database applications.
Contact Zone	p. 9	■	■	■		■			■	■				■	Verify contact information in Microsoft Outlook.
Data Quality Web Service	p. 8	■	■	■		■		■	■	■	■	■		■	Validates US address & phone data in real time via Web service.
DPV	p. 7	■	■				■								Validate addresses to actual point of delivery. (for Address Object)
FONE*Data	p. 10	■	■						■			■	■		Verify & update area codes, get geographic links.
GeoCoder Object API	p. 7	■	■				■	■	■				■		Append lat/long to 6th decimal, Census tract/block, & FIPS code.
Geo*Data	p. 10	■	■					■	■				■		Get ZIP+4s, Lat/Long, FIPS, or calculate distance & direction.
Phone Object API	p. 7	■	■							■				■	Update & correct telephone area codes.
Name Object API	p. 7	■	■									■			Parse full names & append gender code. Detect vulgar words.
ZIP*Data	p. 11	■	■			■						■	■		Verify city/state/ZIP, get demographic links.

API versions of DoubleTake, RightFielder, & Personator. *See descriptions in Software listing below.*

Software — product summary

Easy to install & use. Simply open your list and let the program run.

Product	Page	Validate addresses	Delivery Point Validation	ZIP+4 and/or postal codes	Postal presort	Eliminate duplicates	Merge variable data	Data Management	Geographic data	Demographic/Census data	Geocode: latitude/longitude	Verify & update phone #s	Parse names & genderize	Variable lookup options	Summary
Canadian Addresser	p. 13	■													Validate & Standardize Canadian addresses.
Double Take 2	p. 29					■	■	■							Find duplicate entries using up to 8 matchcodes.
DPV	p. 26	■	■	■											Validate addresses to actual point of delivery.
eLOT	p. 26				■										Presort to Enhanced Line of Travel.
GeoCoder	p. 26						■	■	■					■	Add latitude/longitude, Census tract, and block.
MAILERS+4	p. 22	■	■	■	■	■	■	■	■	■	■	■	■	■	Full featured direct mailing software.
Personator 3	p. 28						■						■		Parse full names & append gender code. Detect vulgar words.
PLANET Codes	p. 29													■	Track your mailings using pre-printed USPS PLANET Codes.
Right Fielder 3	p. 28						■							■	Automatically places varied data in appropriate fields.
SmartMover	p. 26	■	■												Process NCOA^LINK move updates in-house.
ZIP*USA	p. 27	■		■					■	■				■	Desktop single address lookup & verification.

Build in
the power you need

The Power within… Add powerful address and telephone lookup, verification, and correction routines to your Windows, Linux and Solaris applications… including your Web site! Data Quality tools are easy to use and the most efficient way to achieve clean contact data at point of entry. Quality data is accurate, enriched data that transforms a stale database into a productive direct marketing asset. Good data quality control means preventing data entry errors and keeping control of critical applications.
Go to MelissaData.com/898 for sample source code

- Standardize contact data for fast, efficient processing

- Ensure the integrity of your database

- Save money on postage & shipping

- Reduce fraud & focus efforts on qualified leads

- Apply mapping, distance & location lookup applications

- Analyze customer data to implement effective marketing

Need help finding the best solution?
Get the answers you need from our knowledgeable data specialists at 1-800-MELISSA or Help@MelissaData.com
MelissaData.com/DQT51

Address Object API
Get the data right… the first time.
Protect against fraud, waste, and excess shipping and mailing costs by cleaning up your database of inaccurate, incomplete, and undeliverable addresses. Address Object is powered by a CASS Certified™ address verification engine and meets the strictest USPS specifications for address accuracy and ZIP + 4® codes, plus efficient processing and deliverability. Monthly updates are now available.
- Print CASS form 3553
- Verify data in batch or at point of entry
- Resolve data inconsistencies

Call for pricing

Data submitted
Name.....**Mr John Wayne Brown, Jr**
Company.....**Melissa Data**
Address.....**22382 Emprisa 92688**

Address data returned
Company.....**Melissa Data**
Address.....**22382 Avenida Empresa**
City.....**Rancho Santa Margarita**
City Abbr.....**Rcho Sta Marg**
State.....**CA**
ZIP.....**92688**
+4.....**2112**
Carrier Rt.....**C056**
Delivery Pt.....**821**
CountyName.....**Orange**
County FIPS.....**06059**
Time Zone.....**Pacific**
PMSA.....**5945**
Address Type.....**S**
Latitude.....**33.6480**
Longitude.....**-117.6000**
Congress Dist.....**48**

DPV™ for Address Object (Delivery Point Validation)

Increase response rates… Improve ROI… Slash returns. The Delivery Point Validation add-on for Address Object enables you to verify that an actual address exists... as a specific delivery point. It examines every element in an address, down to the suite number, and rejects it if any element is incorrect. If DPV doesn't validate the address, chances are, it won't get delivered. The database of 151 million records is updated bimonthly and integrates seamlessly with Address Object and your custom applications. Monthly updates are now available.

- ■ Verify existence of actual address
- ■ Reduce undeliverables
- ■ Identify Commercial mail receiving authority

Call for pricing

(The price at which DPV is being offered is not established, controlled or approved by the USPS.)

GeoCoder Object API

The links you need to market and mail smarter. Geocode addresses in your database for fast lookup routines to locate the dealer closest to a customer or to discover customer locations and clusters. GeoCoder Object appends latitude and longitude coordinates, Census tract and block numbers, county name, and FIPS code.

- ■ Pinpoint locations with latitude & longitude
- ■ Apply built-in distance & direction calculations to your custom applications
- ■ Link Census tract & block numbers to 2000 Census demographics
- ■ Find nearest dealer location to a customer

Call for pricing

Geodata returned from ZIP+4
Census Tract..... **000502**
Census Block..... **132**
Latitude..... **36.176870**
Longitude..... **-115.115733**
County FIPS..... **32003**
County Name..... **Clark**

Phone Object API

Get connected on the first dial. Enhance telemarketing effectiveness and increase the integrity of your database by updating and correcting telephone area code and prefix combinations. Eliminate re-dialing and the downtime associated with invalid phone numbers. You'll connect with your customers and prospects the first time.

- ■ Update area codes that have split
- ■ Correct bad & missing area codes
- ■ Eliminate misdials

Call for pricing

Phone data returned
Area Code..... **714**
Prefix..... **589**
Suffix..... **5200**
Extension..... **111**
New Area Code..... **949**
Status..... **Corrected**

Name Object API

Create gender specific messages. Discover the gender makeup of your contacts and increase response rates to gender-specific marketing offers. Name Object splits a full name into its five components and appends a gender code using a database of over 12,000 multi-ethnic first names.

- ■ Append gender code based on first name
- ■ Catch vulgar words
- ■ Personalize and target your communications

Call for pricing

Name data returned
First Name..... **John**
Middle Name ..... **Wayne**
Last Name..... **Brown**
Prefix..... **Mr**
Suffix..... **Jr**
Gender..... **Male**
Status..... **No Vulgar**

DataQualityWebService

Empower custom applications with true .net ease.

Access all the data you need to clean up, verify, and enhance contact data... in seconds! There's nothing to install, update or maintain. Empower your custom applications or Web site to do all the work for you, automatically, using a SOAP document and the Internet. You will immediately reduce data entry time and eliminate keystrokes while achieving the highest level of data quality possible. Customize your lookup and verification routines for point of entry or batch processing, no matter what platform you use.

Discover the ease & flexibility to:

■ Identify the type of delivery as Business or Residential
■ Increase delivery & response rates with standardized addresses for U.S. & Canada.
■ Save money on postage, shipping & printing.
■ Validate U.S. & Canadian phone numbers.
■ Get new area codes for numbers that have split.
■ Locate dealer closest to a customer and pinpoint your best consumers.
■ Personalize communications with proper gender salutations & document mail merge ability.
■ Drastically reduce undeliverables with DPV add-on.
■ Add latitude/longitude to U.S. and/or Canadian addresses with Geo data add-ons.
■ Submit multiple records in a single SOAP document.

New features: Process multiple records in a single document.

Now you can send up to 100 or more records at a time for batch processing your contact data. You'll save time using a single SOAP document to submit multiple records for address and phone verification, correction, and enhancements. Multiple record processing is only available for the SOAP version of the Data Quality Web Service and applies to all offered functions, including the DPV, Geo Coder, and new RBDI options.

Discover the delivery type before you ship.

Choose the new RBDI option for DQWS to determine the type of delivery linked to each address submitted. The new delivery indicator returns a one-letter code that indicates whether the submitted address is a R-residence, a B-business, or U-unknown delivery type.

Call for pricing

Choose your platform:

AS400	MAC	MS WINDOWS
OS2	LINUX	UNIX

Sample source code: MelissaData.com/900

(SOAP or XML interface available.)

SAMPLE DATA SUBMITTED TO SERVER
Name.....**Mr John Wayne Brown Jr**
Company.....**Melissa Data Corp**
Address.....**22382 Empresa 92688**
Phone.....**7145895200 111**

Address data returned
Company.....**Melissa Data Corp**
Address.....**22382 Avenida Empresa**
City.....**Rancho Santa Margarita**
State.....**CA**
ZIP.....**92688**
Plus 4.....**2112**
Address Type.....**S**
City Abbreviation.....**Rcho Sta Marg**
Carrier Route.....**C056**
Delivery Point.....**821**
County Name.....**Orange**
County FIPS.....**06059**
Time Zone.....**Pacific**
PMSA.....**5945**
Congress District.....**48**
Status.....**Verified**

Phone data returned
Area Code.....**714**
Prefix.....**589**
Suffix.....**5200**
Extension.....**111**
New Area Code.....**949**
Status.....**Corrected**

Name data returned
First Name.....**John**
Middle Name.....**Wayne**
Last Name.....**Brown**
Prefix.....**Mr**
Suffix.....**Jr**
Gender.....**M (Male)**

Optional DPV data returned
DPV.....**N**
DPV.....**AA BB**
DPV.....**V**
DPV.....**Verified**

Optional Geo data returned
Latitude.....**33.638915**
Longitude.....**-117.603858**
Census Tract.....**03206**
Census Block.....**4021 or 402B**
Status.....**Verified**

*Patent Protected U.S. Patent 6,131,101 Internet Batch Accelerator Processing of Address and Phone Data

Customer success stories

BriteSmile validates web inquiries.

BriteSmile, based in Walnut Creek, Calif., offers its professional teeth whitening process through its 14 dentist-run spas and a network of more than 3,000 individual U.S. dentist offices. At BriteSmile's Website visitors may enter their name and address to make an appointment for a consultation or treatment. The company has built Melissa Data's Address Object into its Website features. *"We use Address Object to correct and standardize postal addresses entered in the Web forms, and to parse names so that we can more easily search for duplicates,"* says Dan Barkman, senior database administrator. The company validates up to 10,000 records per week in a batch mode. Once the data is parsed and validated, the records are sent to the company's data warehouse where they're used for future direct marketing initiatives.

Post Card Mailer automates workflow.

The ability to handle a large volume of mail with little human intervention became a reality for QuantumMail.com in 2000 when they first integrated Address Object from Melissa Data into their programs. Based in Austin, Texas, QuantumMail.com offers print services and direct-mail marketing. Address Object, a data quality developer's tool for custom applications, enabled QuantumMail.com to integrate real-time address verification directly into their Website, which offers customers a 24-hour direct mail service. According to Freddie Baird, executive vice president, *"We moved to the Address Object when it became available because it helped us automate some of our workflow."* Automation and the ability to integrate with their programs has been the biggest benefit to their operation, said Baird.

ContactZone
for Outlook

Rapid address & phone verification exclusively for Outlook users! Make every record count in your Outlook folders with Contact Zone. Clean up bad, undeliverble addresses quickly and easily with the aid of a simple wizard interface. Contact Zone uses the powerful MAILERS+4 CASS certified search engine to match addresses against the USPS National Address file. In seconds, Contact Zone validates and corrects addresses, adds ZIP+4 Codes, and fills in missing data... like magic!

A simple wizard interface enables Outlook users to quickly and efficiently...

- Append geographic data
- Get time zone for phone numbers
- Update U.S. & Canadian area codes
- View map of address location
- Link to weather report for address site

Contact Zone does all the work... automatically.

- Display & access all files
- Standardize addresses
- Verify & correct U.S. & Canadian addresses
- Manually fix difficult addresses
- Print & save a results report
- Choose single record or batch correction
- Also available for ACT!

$49 1-year Web service subscription

Geo*Data

Raw data down to the ZIP+4.

Create your own dynamic duo using your custom program and the raw data in GeoData. You will be able to link the ZIP+4 of an address to precise geographic data, leading to enhanced target-marketing strategy.

- Calculate distance & direction between any two locations
- Find the dealer closest to your customer
- Link addresses to 2000 Census data to target your best market
- Establish or refine sales territories

Use Census tract and block numbers to link the addresses in your list to 2000 Census demographics that can be used for:

- Customer modeling
- Future sales leads
- Targeted mailings

$1990   1-year subscription semiannual updates

Geodata file
ZIP+4 ..... **92688-2112**
County FIPS Code **06059**
Latitude **33.6468**
Longitude ..... **-117.6002**
Census Tract **032026**
Census Block **402B**

Customer success story

Mercury Insurance manages mammoth database.

Mercury Insurance is one of the fastest growing automobile insurers in the nation. Every day more than 1,000 drivers make the switch to Mercury, adding to its database of more than 1.4 million auto policyholders. Mercury subscribes to Melissa Data's Data Address Object to validate customer data in real time from applications and Web forms. The address clean-up activity level is about 22,000 records per month, says Loki Efaw, IT manager in Mercury's Brea, Calif. office. As a high-volume mailer of statements and letters to policyholders, Mercury relies on postal data correction and standardization to help reduce postage and printing costs. In addition, Mercury uses Melissa Data's geo-coder data to determine the distance between a submitted address and the closest independent agent.

FONE*Data

Turn wrong numbers into customers. Use this telephone area code and prefix database of over 126,000 records to verify and update phone numbers with the latest splits. FONE*Data enables you to link a phone number to corresponding geographic data. **$395 quarterly updates**

- Verify & update U.S. & Canadian phone #s
- Link phone numbers to a location
- Get county marketing information

Phone number file
Area Code (NPA) **714**
Prefix (NXX) **589**
New Area Code **949**
City ..... **Rancho Santa Margarita**
State ..... **CA**
County FIPS Code **06059**
Latitude **33.6351**
Longitude ..... **-117.5996**
ZIP Code 1 ..... **92679**
ZIP Code 2 ..... **92688**
ZIP Code 3 ..... **92692**
Country ..... **U (USA)**
MSA **0**
PMSA **5945**
Overlay **0**
Cell **0**
LATA **730**

Phone number history file
Area Code **714**
Prefix **589**
New Area Code **949**
City ..... **Rancho Santa Margarita**
State ..... **CA**
Start Date **04/18/1998**
End Date **10/17/1998**

County file
County FIPS Code **06059**
State ..... **CA**
County Name ..... **Orange**
Time Zone ..... **Pacific**
County Area (sq. mile) **790**
County Seat ..... **Santa Ana**
County Seat Elevation **1102.73**
County Population **2,410,556**
County Type ..... **w/in top 25 MSAs**
# of Households **828,849**
Persons Per Household **2.91**
Est. White Population **1,896724**
Est. Black Population **41,632**
Est. Hispanic Population **556,957**
Avg. Household Income **$45,922**
Avg. House Value **$250,300**

MSA file
MSA Code **5945**
Name ..... **Orange County**
Population **2,410,556**
Type ..... **PMSA**

ZIP*Data

Link 5-digit ZIPs to geographic & demographic data.

ZIP*Data contains the key data you need to link 5-digit ZIP Codes to corresponding geographic data. ZIP*Data contains over 72,000 records and six detail files.

- Instantly verify city/state/ZIP
- Discover demographic profiles linked to ZIP
- Increase data entry accuracy
- Reduce keystrokes
- Use with mapping programs to pinpoint customer locations

New Demographic Data! You can now profile a ZIP Code for up to 38 demographic variables related to these five Census categories to analyze the prospective consumers in a ZIP Code:

- Location
- Ethnicity
- Income
- Education
- Age

$395 1-year subscription quarterly updates

ZIP Code file
ZIP **92688**
City .....**Rancho Santa Margarita**
Alternate City Name .....**Trabuco Canyon**
State .....**CA**
ZIP Type .....**Standard**
Area Code **949**
Latitude **33.6468**
Longitude .....**-117.6002**
County FIPS Code **06059**
Finance Code **057878**
Postal Facility Code .....**Branch**
PMSA Code **0**
MSA Code **5945**

Statistical file
Residential Addresses **14,205**
Residential PO Box Addresses **359**
Businesses Addresses **396**
Business PO Box Addresses **298**
Group Delivery Addresses **626**
General Delivery Addresses **0**

City name abbreviation file
ZIP Code **92688**
City .....**RCHO STA MARG**

Unique ZIP Code file
ZIP Code **92697**
Name of Organization .....**Univ. CA Irvine**

County file
County FIPS Code **06059**
State .....**CA**
County Name .....**Orange**
Time Zone .....**Pacific**
County Area (sq. mile) **790**
County Seat .....**Santa Ana**
County Seat Elevation **1102.73**
County Population **2,410,556**
County Type .....**w/in top 25 MSAs**
# of Households **828,849**
Persons Per Household **2.91**
Est. White Population **1, 896724**
Est. Black Population **41,632**
Est. Hispanic Population **556,957**
Avg. Household Income **$45,922**
Avg. House Value **$250,300**

MSA file
MSA Code **5945**
Name .....**Orange County**
Population **2, 410,556**
Type .....**PMSA**

Address Validation
+ easy Oracle integration

for **Oracle**
CLEAN_Address

Designed exclusively for Oracle applications. CLEAN_address is a developmental component for easily verifying and standardizing U.S., Canadian, plus global addresses from over 200 countries through Oracle database applications. It is easily integrated into several development platforms, including the Web, Oracle Forms, PL/SQL, C++, Visual Basic, and Java/JSP. Get bimonthly subscriptions for the most up-to-date address data possible from the USPS.

Verification Components:

1. Address Verification & Standardization:
■ Company, Street, City, State, Postal Code, ZIP+4, County, MSA, and more.

2. Name Parsing & Genderizing :
■ Parses name into 5 individual components and appends gender based on first name.

3. Telephone Area Code and Prefix :
■ Corrects split area codes and data entry errors.

4. Email Address Parsing & Verification :
■ Syntax checking, parsing & Domain names validation.

5. GeoCoding :
■ Returns latitude and longitude for US addresses.

Call for pricing

for **Oracle** Warehouse Builder
Address Validator

Plug-in for Oracle Warehouse Builder.
Address Validator for Oracle Warehouse Builder is your affordable connection to better contact data. Use this simple plug-in to cleanse, validate and standardize name and address data within the ETL process. Easily map the data from any source. No programming is required because Address Validator is used graphically within OWB workflows. Melissa Data is a partner in the Oracle PartnerNetwork.

Benefits
■ Ensure the long-term integrity of your database
■ Increase delivery and response rates
■ Protect against fraud, waste and excess postage
■ Pinpoint dealer or customer locations
■ Personalize and target messages to customers
■ Resolve costly data inconsistencies
■ Improve customer service

Key Features
■ Verify, correct & standardize U.S. addresses
■ Append ZIP+4 Codes
■ Append latitude/longitude
■ Append county name, FIPS and MSA
■ Parse and genderize names
■ Optional Canadian postal data

Call for pricing

Enterprise
Address Doctor

The tools you need for robust jobs. Never worry about international address protocol again. Address Doctor Enterprise will validate and correct your global addresses in batch or real time modes. In a single function, Address Doctor parses and analyzes all the elements of an address and confirms that it is correct or generates a list of possible alternatives. This highly effective, rapid addressing tool offers fault-tolerant functions for:

- Obsolete locality names
- Localities (by place name or postal code)
- Locality synonyms (München/Munich)
- Large volume receivers (by name)
- Street names (within a county or city)
- Post Office boxes

Call for pricing

e-Commerce
Address Doctor

Tap the power of the web. Increase deliverables to over 200 countries with an annual subscription to Address Doctor eCommerce. You'll be able to validate and standardize global addresses in real time utilizing XML interface and the Internet.

- Subscribe to Address Doctor e-commerce utilizing XML interface and the Internet 24/7
- Simply submit your file to Melissa Data for fast turnaround

Call for pricing

Services
Address Doctor

The easiest way to verify global data. Submit your list to our List Services for the easiest way yet to validate and standardize the global addresses in your file. No hassles, no data to install and maintain, and best of all, we do all the work.

- Simply submit your file to Melissa Data for fast turnaround

Call for pricing

CCOA

Canadian Change of Address. Keep in touch with your Canadian customers who moved in the last three years and filed a change of address with Canada Post. CCOA data includes:

- Old address
- Name
- New address
- Effective date of the change

Call for pricing

Canadian
Address Object

Verify, correct & standardize to Canada Post. Eliminate waste and excess postage by cleaning up your database of bad and undeliverable Canadian addresses. Use this component with your custom PC and Web applications to save time on data entry and batch processing. Canadian Address Object also provides:

- Postal Code
- Province
- Municipality
- Time Zone

Call for pricing

for MAILERS+4
Canadian Addresser

Expand the power of Mailers+4 to include Canadian addresses. Now you can verify the Canadian addresses in your list and print out labels standardized to Canada Post requirements. Canadian Addresser is updated monthly, and once downloaded, it seamlessly integrates with the address verification feature in MAILERS+4.

- Increase response rates with your Canadian customers
- Get mail delivered efficiently with addresses standardized to Canada Post requirements
- Save time by verifying Canadian & U.S. addresses in MAILERS+4 at the same time

$390 1-year subscription monthly updates

Canadian Postal Data

Instantly verify municipality/province/postal code. Use this database with your custom applications to link postal codes to corresponding geographic data and maintain efficient contact with your Canadian customers and prospects. The database contains over 766,000 records. All you do is enter the postal code, and Canadian Postal Data returns:

- Postal Code
- Area Code & Overlay
- Municipality
- Latitude
- Province
- Longitude
- Time Zone
- DST (Daylight Savings Time)

$395 1-year subscription quarterly updates

Stay in touch
with your customers and prospects

Discover all the resources you need to quickly and easily achieve the highest level of quality contact data. Simply submit your file for any of 25 list hygiene and data enhancement services and let Melissa Data do all the work. Your files are returned scrubbed, updated, and empowered with the data you request to stay in touch with your customers, expand your marketing opportunities, increase your response rates, and grow your business.

- Maintain the integrity of your file

- Increase deliverables & response rates

- Meet USPS requirements for discounted mailings

- Eliminate data entry downtime

- Submit files in any format, on any media

- No-hassle transfers over secure sites

- Low prices and fast turnarounds

Need help finding the best solution? Get the answers you need from our knowledgeable data specialists at 1-800-MELISSA or Help@MelissaData.com
MelissaData.com/DES51

Data Enhancement Services
- Area Code Update
- Business Address Append
- Business Enhancements
- Business Fax Append
- Business Phone Append
- Canadian Address Services
- Claritas Prizm Append
- CASS (Coding Accuracy Support System) ZIP + 4
- Consumer Enhancements
- Deceased Suppression
- DMA Suppression
- Delivery Point Validation
- DSF^{2TM} (Delivery Sequence File Second Generation)
- Duplicate Check
- Email Opt-out Append
- Ethnic Coding
- Geocoding
- LACS (Locatable Address Conversion System)
- Multisource Change of Address
- NAICS (North American Industry Classification System)
- Name Parse & Genderize
- NCOALINK (National Change of Address)
- Residential Address Append
- Residential Phone Append
- SIC (Standard Industrial Classification Encoding)

Ordering & updating files is easy!
- Submit your file in any format, on any media or Use our free, Patented* ListWare program
- No transfer fee
- Special pricing for combination services
- Fast turnaround
- Safe, easy Patented* Internet transfer of files

*Patent Protected U.S. Patent 6,131,101
Internet Batch Accelerator Processing of Address and Phone Data

NCOA LINK™

National Change of Address

Identify the movers in your list and update your records with their new addresses … before you mail. NCOA LINK processing searches your database for the individuals, families, and businesses that have moved and filed a change of address with the USPS in the last 48 months. NCOA LINK is also available for address changes filed in the most recent 18 months. The 48-month service is recommended for any list that has not been updated in over a year.

- CASS certification
- Address standardization
- Return codes
- Fast turnaround

mCOA - Multisource Change of Address

Find the consumers in your list that have moved in the last five years and may not have filed a change of address with the Postal Service. mCOA is a collection of address changes compiled from several sources, including magazine subscriptions, catalog houses, insurance groups, and financial institutions.

Deceased Suppression

Flag the records of individuals in your list who are deceased. Deceased data is based on Social Security Administration records and is updated quarterly.

DSF2 - Walk Sequence & List Hygiene

Safeguard the integrity of your mailing list by verifying the addresses against the most accurate, up-to-data address data available. This service compares your file to the Delivery Sequence File 2nd Generation which contains a record for every address delivery point in the United States.

- Validates & standardizes addresses
- Adds postal codes & walk sequence numbers
- Distinguishes between residential & business
- Detects potentially undeliverable addresses
- Identifies addresses that are seasonal or vacant

ZIP+4

CASS Certified Address Check

Meet USPS requirements for CASS (Coding Accuracy Support System) certified mailings by appending ZIP + 4 and postal codes to the records in your list. Addresses are matched to the monthly updated USPS National Address File and standardized. A CASS Form 3553 is provided for your automated mailing.

NAICS

North American Industry Classification System

Beginning in 1997, the Standard Industrial Classification (SIC) was replaced by the North American Industry Classification System (NAICS). This six-digit code is a major revision that not only provides for newer industries, but also reorganizes the categories on a production/process-oriented basis. This new, uniform, industry-wide classification system has been designed as the index for statistical reporting of all economic activities of the U.S., Canada, and Mexico. Establishments that do similar things in similar ways are classified together. Every sector of the economy has been restructured and redefined: A new information sector combines communications, publishing, motion picture and sound recording, and online services, recognizing our information-based economy. Manufacturing is restructured to recognize new high-tech industries. A new sub-sector is devoted to computers and electronics, including reproduction of software.

AddressAppend

Identify your callers and add their names and addresses to your list of phone numbers. Now you can follow up with a direct-mail message to the consumers who have called your toll-free number. Residential address data is compiled from over two billion records covering 160 million individuals and 110 million households nationwide. 85% of the names are multi-sourced for greater accuracy. Business address data is maintained by an annual phone survey and is updated monthly. Sources for compiled information include:

- White page telephone directories
- Auto registration
- New & Used vehicle buyers
- Mail order buyer/responder
- Transaction data from retail establishments
- Homeowner information
- Warranty information
- Magazine subscriptions & Newspapers
- Coupon redeemers
- County courthouse information

Address Doctor Services

Submit your list to Melissa Data for easy global address validation. See page 13.

DPV (Delivery Point Validation)

Virtually eliminate records that are undeliverable. DPV assures that a mailpiece can be delivered because it verifies the address to the actual point of delivery. CASS processing verifies an address to be accurate only within a street range. DPV processing and can also identify an address location at a Commercial Mail Receiving Agency (CMRA) such as The UPS Store.

E-Mail Address Append

Take advantage of low-cost, fast, global Internet marketing by adding business or consumer e-mail addresses to your database. These opt-in e-mail addresses are linked to the provided name and postal address and based on detailed information from a large network of vendors.

Phone Append - Residential, Business, Fax

Enhance response rates with an effective telemarketing campaign. Add phone numbers to your business and consumer lists based on the provided resident/company name and address. Melissa Data uses a consumer information database that covers 90% of the households in the United States. The database maintains an 85% multisource rate. The Business phone database is maintained by an annual telephone survey of each establishment to provide the most current and accurate information.

Area Code Update

Increase telemarketing efficiency with the correct area code and prefix combinations of the U.S. and Canadian phone numbers in your list. Area Code Update corrects all the phone numbers in your list that have new area codes following a split, replaces incorrect area codes, and fills in missing codes. This service will also standardize your phone numbers for consistency throughout your database.

Geocoding

Add the latitude / longitude coordinates plus Census tract and block numbers to the records in your list. Use coordinates with your mapping or nearest store or dealer applications. Use tract and block numbers to link addresses to demographic information and valuable 2000 Census data.

Duplicate Elimination

When you eliminate the duplicate records in your database, you automatically reduce unnecessary production costs. More importantly, though, you reduce the steady erosion of your organization's credibility among customers and suppliers. Duplicates also cause an inability to make sound decisions based on accurate information. Eliminate duplicate records and distinguish your individual customers and prospects from a single list or across multiple lists.

Do-Not-Mail, Do-Not-Call

Avoid penalties and stay in compliance with State and National Opt-Out Preference services. You'll want to suppress the records from your database of individuals who have registered with either the National Direct Marketing Association or a State agency because they prefer not to have advertising mail sent to their homes or receive sales and marketing solicitation phone calls. Suppress it, don't risk it!

LACS: Rural Route Update

Increase your deliverables using the new street names that have replaced rural route addresses. The Locatable Address Conversion System (LACS) was developed in response to local 911 systems to convert business and residential rural route addresses to street-style addresses. The changes are updated monthly, and, after one year, the rural route addresses are considered undeliverable. LACS processing identifies theses addresses and updates your records.

CCOA - Canadian Change of Address

Update records with new addresses filed with Canada Post. See page 15.

Consumer Data Superstore

Get ready to go shopping for your best customers!

Choose from over 1200 detailed data enhancement codes to learn more about the consumers in your list. Increase marketing effectiveness by reaching your ideal consumer with a personalized offer. Boost response rates and profit margins with every mailing. Select your data enhancement codes from five categories: Household, Lifestyle, High-Tech, Area Level Data, and Telecommunication. Please call for more details or visit Melissadata.com/superstore to view more categories.

Business
Enhancement Bundle

Zoom in on your best B-2-B prospects.

Use Business Enhancements to add over 50 fields of data to your list, including:

- SIC code
- Phone number
- Contact name & gender
- Contact title
- Employee size
- Sales volume
- Age of business
- Female owned
- Growing business flag
- Out-of-business flag

Call for details and pricing

Consumer
Enhancement Bundle

Grab their attention right from the start.

Data is compiled from over two billion records to yield information on 160 million individuals and 110 million households nationwide. Use Consumer Enhancements to add the following:

- Head of household age
- Input name age
- Owner or renter status
- Marital status
- Length of residence
- Bank cards held
- Number of adults
- Number of children
- Estimated household income
- Single or multifamily unit in household
- Number of persons

Call for details and pricing

Data Warehousing

Our house is your haven… You now have a better option for accessing a clean, productive database that's ready to perform to its greatest potential every time you need it. Melissa Data will not only store your database in a secure environment, but at your request, will automatically perform routine maintenance procedures to keep your contact data accurate and up to date.

Melissa Data can automatically perform the following services:

- Automatic Backups
- CASS Certified ZIP + 4 Coding
- NCOA - National Change Of Address
- DSF2 - Delivery Sequence File
- DPV – Delivery Point Validation
- Duplicate Check - Merge-Purge
- Consumer and Business Enhancements

Customer success stories

SLC uses NCOA^LINK for competitive edge.

Student Lending and Consolidations (SLC) has a big task in store for them every month – to mail out about 100,000 marketing pieces to recent college graduates. But the project is made easier with the help of Melissa Data's NCOA^LINK and Phone Append services. SLC provides ways for recent college graduates to consolidate and refinance student loans. Jim Smith, SLC's marketing director, believes it's imperative that the company uses the NCOA^LINK and Phone Append services to reach potential clients before its competitors do. Smith said they use the services as a way to find new leads. NCOA^LINK updates mailing records with changes of address filed with the U.S. Postal Service in the most recent 18 months. Phone Append adds phone numbers to business and consumer lists.

The Cleaning Authority saves big on postage.

The Cleaning Authority, one of the largest residential cleaning services in the nation, mails about one million tri-fold brochures a week. To manage its Goliath-size database, the company uses Melissa Data's Delivery Sequence File, which verifies the addresses against the most accurate, up-to-date address data available. The Cleaning Authority also buys Melissa's Occupant Lists to saturate local neighborhoods with its direct mail pieces. "Using Melissa Data generally saves us thousands of postage dollars each week by enabling us to qualify for special Enhanced Carrier Route rates with the U.S. Postal Service," said Joel Strunk, director of information technology for The Cleaning Authority. "My company is very happy with the prompt service and quality data we receive from Melissa Data. I would definitely recommend Melissa Data for any mail-house hoping to reduce costs."

Define

your marketing zone

Find the perfect leads for your next mailing and never lose control of your direct marketing goals. Get your business, occupant or new homeowner lists and counts online, in seconds. Choose the selects for each type of lead that best meet your objectives for efficient target-marketing strategy. Define or divide your territories using accurate, colorful, ZIP Code and Carrier Route maps with boundaries to meet your custom specifications.

■ Select the best counts & localities to meet your goals

■ Increase deliverables with accurate, up-to-date addresses

■ Find more customers like your best customers

■ Order online and download in minutes

■ Get personalized assistance selecting your best leads

■ Complete the picture with maps and reports

Need help finding the best solution?

Get the answers you need from our knowledgeable data specialists at 1-800-MELISSA Help@MelissaData.com

MelissaData.com/Leads51

Occupant Lists

Saturate a local neighborhood. Save up to $0.25 per mail piece and saturate a local market by mailing to a Walk Sequence Occupant list. You'll get the lowest postage rates possible for a mailing in walk sequence order.

Select from over 134 million addresses
■ Qualify for low Walk Sequence rate discounts
■ Localize & saturate an area for impact
■ Increase saturation with optional delivery selects

PRIZM© NE geo-demographics
■ 38% less expensive than a resident list with PRIZM©
■ Personalize records with resident names where available

Select from over 66 demographic segments in two categories
■ Social Groups   ■ Lifestage Groups

Get a free list count of the records available in your neighborhood of choice by
■ ZIP Code   ■ Radius
■ Carrier Routes   ■ City / County

Absent Homeowner Lists
Attention investors and real estate agents!
Get the lists that will get you in touch with homeowners and landlords who might be interested in selling or renting their long distance properties in your area. Select a ZIP Code for property locations, and get a list of the homeowners and landlords nationwide.

Business Lists

Target your best B-2-B market. Increase your business-to-business sales opportunities by identifying the organizations that need your products or services. Business leads incorporate data about the 10 million businesses in the U. S. The new a' la carte ordering system lets you fine-tune your search criteria for the most responsive list possible. Choose only the data you need to reach the right person at the right business, and leave the rest behind!

You can also have the field names of your optional selects added to the records in your list for fast, easy identification. Exclude field names for a list of records that match your selected criteria, but will not be identified by a selected field. Best of all, it still takes only 3 steps to order your perfect B-2-B list! To order now, go to www.MelissaData.com/lists. Business Leads include company name, street, city, state, ZIP and Dunns number.

Get Record Counts by Geographic Area

- ZIP Code/s
- County
- City
- State
- Nationwide

Get Record Counts by Business Type

- All Businesses
- By Yellow Page Heading
- By Company Name
- By SIC Code

Get Record Counts by A'la Carte Selects

- Contact Names
- Phone Numbers
- Fax Numbers
- SIC Codes
- JobTitles
- Number of Employees
- Annual Sales Volume
- Business Categories

Customer success story

Mailing Lists double pizza franchise business.
Surprising Pizza, Inc., a Suffolk, Va.-based pizza franchiser, has nearly doubled its business since it started using Melissa Data's mailing lists in 2001. The company operates eight Domino's Pizza franchises in Virginia and North Carolina. According to Patrick Olds, president of Surprising Pizza, the firm uses a combination of Melissa Data's New Homeowner and Occupant Lists. The pizza company sends out about 129,000 postcards and menus to potential customers on a bimonthly or monthly basis. Olds likes using the lists to saturate local neighborhoods. Surprise Pizza generally uses the lists to zero in on specific ZIP Codes they want to saturate.

Residential Lists

Reach consumers most likely to respond.
Find your next best customers with targeted consumer leads based on your preferred criteria. Select from over 120 million households in the United States. Target by SCF, ZIP Code, County or State.

Choose from the following selects

- Telephone number
- Contributors
- Presence of children
- Loan to value
- Mail order buyers
- Marital status
- Renters
- Age
- Length of residence
- Income (total household)
- Townhouse/condo
- Expendable income rank
- Credit card carrier
- Marriage date
- Date of birth
- Homeowners

New Homeowners Lists

New Homeowners Every Week. One of the best times to reach a potential new customer is immediately after they have bought a home. New Homeowners are stable, credit worthy, have above average income, and are ready to buy. The new homeowner will spend 8 to 10 times more than an established resident will over the next two-year period.

Data is compiled from Property Transfers and Deed Recordings by HomeData, the leading nationwide compiler of new homeowner data with over 50 years of direct marketing experience. New Homeowner leads are available on a subscription or on-demand basis.

Reach new homeowners first

- Over 75,000 names added each week
- Credit worthy with money to spend
- On-line subscription available

New Homeowners data includes

- Name & Address
- Purchase Price
- Dwelling Type
- Gender Name
- Home Equity
- Mortgage Amount & Type

EasyStreet

Extract demographics for marketing and mapping precision. EasyStreet is an easy-to-use program for extracting accurate demographic and postal carrier route reports and maps based on the geographic region you select. Print or export the data using a standard report format included in the program, or export in one of three formats: ASCII text (delimited), dBase IV compatible (.dbf), or Paradox compatible (.db). Print detailed maps showing roads to the city street level, including all interstates, state highways, major roads and neighborhood roads. Street names are displayed for each road. Streams, rivers and lakes are also displayed. EasyStreet is available for any area in the continental U.S. and may be purchased for the following geographic regions:

- MSA
- Rural County
- Regional
- State
- National

EasyStreet makes it easy to get what you want… out of one package.
Select the area you want to target:
- Draw a circle
- Select all information in the MSA
- Select a list of ZIP codes
- Fence an area

Select the type of information you want
- Census Block
- Census Block Group
- Carrier Route
- Census Tract
- ZIP Code

Why use EasyStreet in your office?
- Improve sales presentations
- Have quality carrier route maps at your fingertips to show exactly where mail will be delivered
- Get household counts for every carrier route
- Create custom demographic reports for a radius around a business location
- Use demographic filters to locate and map the carrier routes that contain more prime prospects

Find new prospects by profiling.
- Profile customer database and append carrier route demographics
- Use the profile to locate and mail to other carrier routes with similar profiles

Specialty Lists

Contributors
Political, charitable, philanthropic.

Derogatory Credit
Weekly national bankruptcy file: tax liens, civil judgments in 31 states on businesses & individuals.

Medical Conditions
Select from over 12 medical conditions.

Hispanic
Households based on Hispanic surname origin, Spanish-speaking households, or Hispanic-owned businesses.

Boat Owners
By ZIP or state. Get contact name and address plus 14 fields of vessel information.

Students
High school or college, by gender, or graduating class.

Define your market for list procurement. Produce a list of carrier routes for any radius in minutes. Use this list to query your database or select the best mailing list. Research your market with demographic reports Produce a complete demographic report of the carrier routes in each ZIP Code, including:

- Household income
- Age
- Monthly rent
- Mortgage values
- Home values
- Home type
- Educational attainment
- Race

Call for EasyStreet pricing

Melissa MAPS

Your business mapping needs are covered!

MelissaMAPS gives you the exact map you need, in the size and format you want, with a turnaround you can appreciate. High quality maps combined with excellent customer service and fast delivery make Melissa Data a leading source for business maps. And ordering couldn't be easier! Visit Melissadata.com/maps and in four easy steps you can select a map of any geographic area in the United States, choose your map color format, street detail, style and size.

MelissaMAPS are available in the following categories

ZIP Code Maps by:

- Carrier Route
- State
- ZIP Code
- Custom Area
- County
- Metro Area
- City
- State Sectional
- United States

Maps by

- Demographics
- Postal Geography

Benefits

- Select any area in the U.S.
- Choose Wall Maps, Digital Maps, or Map Books
- See prices of versatile map sizes from 8.5"x11" to 9'x12'
- See visuals of selected map areas
- Fast Delivery - as quick as next day

Visit MelissaData.com/maps for pricing

Carrier Route Zip Code Map

Save money and get your mailings to the right people by identifying the right carrier routes for delivery.

State Zip Code Map

Zoom in on a single state to view 5-digit ZIP Code boundaries.

Custom Area Zip Code Map

Specify the center point for your map and how much coverage you want. Coverage can be specified by Radius or Drive Time.

Mail smart
...from the start

Save money every time you mail, whether it's First-Class, Standard, or Periodicals. Increase address accuracy, eliminate duplicates, reduce your postage rates, and get more mail delivered... for less! Benefit from easy-to-use CASS & PAVE™ certified software, plus powerful supporting components, to process your mailings for the greatest response. The products in the Software division enable you to successfully identify, target, and deliver to your customers and prospects.

- ■ Save up to 65% on postage & printing

- ■ Reduce undeliverable mail

- ■ Eliminate duplicate records

- ■ Increase response rates and ROI

- ■ Enhance target-marketing objectives

- ■ Personalize documents with variable data

Need help finding the best solution? Get the answers you need from our knowledgeable data specialists at 1-800-MELISSA or Help@MelissaData.com
MelissaData.com/Software51

Professional
MAILERS+4

Designed for
Microsoft®
Windows®XP
Windows®2000

The #1 selling postal automation software.
You're only four, simple steps away from preparing a mailing for maximum postal discounts. You'll be able to move effortlessly through each step of processing your list; from correcting addresses and adding ZIP + 4 Codes, to printing labels from your own printer, bundling your mailpieces, and signing your required postal forms.

Scripting. Now you can put MAILERS+4® on auto pilot to handle the repetitive tasks by enabling the scripting function (batch mode) for Address Checking and Presorting.

USPS Certified. Each bimonthly update of MAILERS+4 Professional or Standard version is CASS, PAVE Gold*, and POSTNET™ certified by the U.S. Postal Service. This is your guarantee that your mailing software exceeds the standards established by the Postal Service for address verification, ZIP + 4 coding accuracy, postal presorting, and barcode quality.

4 Easy Steps to Maximum Postal Savings.
1. Verify, correct & standardize addresses
2. Eliminate duplicate records
3. Postal presort for lowest rates
4. Print labels, container tags & postal forms

*For details of Pave Gold certification: MelissaData.com/Pave

1 - Verify. MAILERS+4 scrubs your data by verifying, correcting, and standardizing the delivery address information. It then appends the postal codes necessary to produce POSTNET barcodes required for automation rates.
■ Increase speed of postal processing & delivery
■ Earn the best automation discounts possible
■ Enable batch mode scripting to handle repetitive tasks
■ Add the Canadian Addresser option to verify your Canadian addresses

2 - De-dupe. MAILERS+4 offers you 6 powerful search options to identify the duplicate records in a list or across multiple lists. You'll save money on printing and postage, conserve resources, and increase the impact of your message to your audience.
■ Select your duplicate record search criteria
■ Search one list or across multiple lists
■ Review duplicates, save to a new file, or pack out
■ Use your own key code for duplicate search

3 - Presort. MAILERS+4 presorts your mailing. The presort wizard walks you through the process, ensuring you get the best postal discounts possible for your automation and nonautomation mailings. Mail for less with reduced rates & destination discounts.
■ First-Class   ■ Standard   ■ Nonprofit   ■ Periodicals
■ Bulk Mail Center   ■ Sectional Center Facility
■ Destination Delivery Unit

4 - Print. MAILERS+4 takes the guesswork out of labeling and compiling your mailpieces into their containers. You can either output your file for labels in presorted order, or print them yourself. MAILERS+4 generates the container tags and postal forms required to complete your mailing. Select your favorite printer from the list of over 25 built-in printer drivers and let MAILERS+4 do all the work. MAILERS+4 prints the following for your discounted mailing:
■ POSTNET barcodes
■ ACS participant code & keyline
■ Optional endorsement line

Identify tray size & # of pieces.   Include ACS Code & keyline.

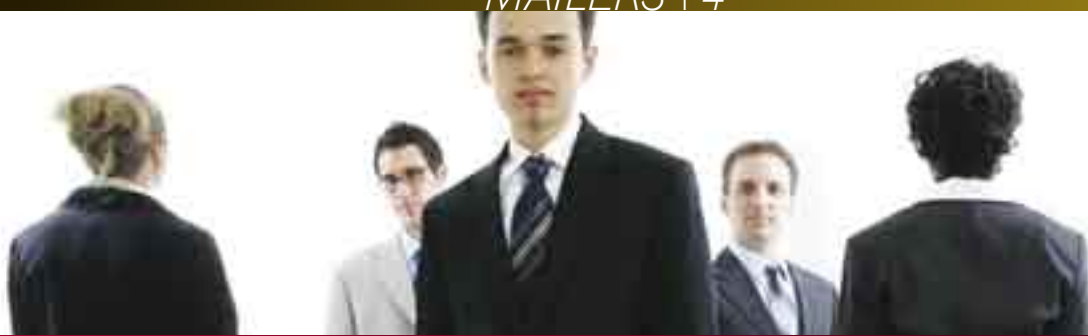**1 - Verify.** View the results of Address Check & select your next move.

2 - De-dupe. Select your duplicate record search criteria.

3 - Presort. See mailing cost & how much you will save!

Watch your postal savings add up... at every rate!

*Rates as of June 02

First-Class.....rate.......savings/1000		
Basic Automation.....$0.309.....**$61**		
3-Digit Barcode.....$0.292.....**$78**		
5-Digit Barcode.....$0.278.....**$92**		
Carrier Route.....$0.275.....**$95**		
Saturation.....**n/a**		

Standard.....rate.......savings/1000		
Basic Automation.....$0.219.....**$151**		
3-Digit Barcode.....$0.203.....**$167**		
5-Digit Barcode.....$0.190.....**$180**		
Carrier Route.....$0.157.....**$213**		
Saturation.....$0.145.....**$225**		

Nonprofit.....rate.......savings/1000		
Basic Automation.....$0.144.....**$226**		
3-Digit Barcode.....$0.129.....**$241**		
5-Digit Barcode.....$0.114.....**$256**		
Carrier Route.....$0.111.....**$259**		
Saturation.....$0.095.....**$275**		

Let MAILERS+4 bring you new customers!

When you become a subscriber to MAILERS+4 Professional, you are eligible to participate in the MAILERS+4 Online Co-Op Advertising Program. The purpose of the program is to help visitors to the Melissa Data Website (an average of 70,000 daily) find the best mailing service providers in their area. For more information on the co-op program, or to have your business added to the list of providers already using the professional version of MAILERS+4, please visit MelissaData.com/CoOp. You may also contact a customer support specialist at 1-800-MELISSA.

NEW! MAILERS+4 is now available for purchase as an annual subscription of monthly updates. You can get a new release of freshly updated ZIP+4 Codes every month! Call a customer service representative for details.

Data marketing & management

Focus your marketing efforts. Compare 38 demographic variables about the consumers in your list to national and local averages. Profiling results can be printed out in a graph to illustrate how your list compares to national averages. MAILERS+4 compares 5 Census categories:

- Location.......4 Variables
- Ethnicity........6 Variables
- Income ....3 Variables
- Age...............18 Variables
- Education.....7 Variables

Demographic Profile
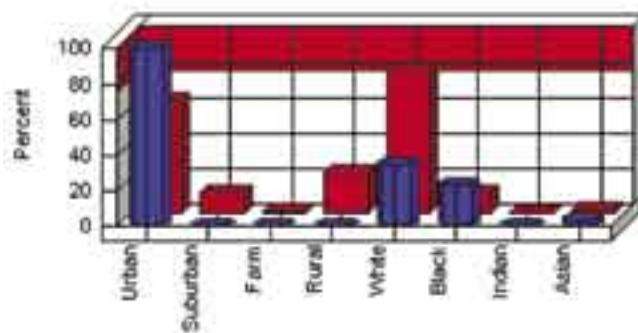
Test, target or localize a mailing. MAILERS+4 makes it easy to select a group or subset of records from your database. Choose by geographic area, record count, distance, or any criteria you prefer. Control your mailing by selecting one of the following:

- Records in a given radius from a central ZIP Code
- A random or Nth selection of records from database
- A subset of records from your database
- Records by appended Congressional District
- Records in a radius

MAILERS+4 can also generate reports to help you plan ahead for an efficient mailing. You can get record counts by:

- ZIP Code
- State
- County
- SCF
- BMC
- Carrier Route

Improve telemarketing efficiency. Make every phone connection count when you're calling your customers or faxing new prospects. MAILERS+4 can validate the U.S. and Canadian phone numbers in your database to increase telephone number accuracy. Phone check can verify and correct both the telephone and fax numbers in your database at the same time.

- Standardize phone number format for consistency
- Update area codes that have split
- Correct bad area codes
- Fill in missing area codes

Target a market by gender. Discover the gender makeup of your list to direct your marketing messages to your best audience. Split a name into its components and append gender to the first name. You will be able to merge any part of the name into a document, apply a proper salutation, and increase response rates to your gender-specific offers.

Personalize forms with Mail Merge. Personalize your mailpiece by merging the name and address, or any other selected information about your recipient, into a standardized document. Insert logos and graphics, personalized salutations, dates, locations, and more to create a customized message for a greater response. In a single pass of your list you can print your custom documents or envelopes in presorted order with:

- Your company logo
- Your return address
- Delivery address with barcode
- Your postal indicia

MAILERS+4 Internet Link. Take advantage of a direct link in MAILERS+4 to increase the integrity and lifetime value of your list. You'll find the following Data Enhancement Services from Melissa Data are available to you at the click of a mouse:

- National Change of Address (NCOALINK)
- Residential & business phone append
- Walk sequence order
- Fax number append
- Consumer enhancement bundle
- Residential address append
- 6 digit SIC code append

Work directly with favorite programs. MAILERS+4 opens and processes files from your favorite contact and database management programs. No converting and no import/export hassles.

- .dbf (dBASE, ACT!, Visual FoxPro, Goldmine)
- .txt (ASCII Fixed-length)
- .csv (ASCII Comma-delimited)
- .mdb (Microsoft Access)
- .xls (Microsoft Excel)

MAILERS+4 version comparison

Standard	Pro	Feature
		Postal Processing
	■	Over 5000 records per mailing
■	■	Verify, correct & standardize U.S. addresses
■	■	Match exactly with Delivery Point Validation*
■	■	Add ZIP+4, carrier route & delivery point
■	■	Identify Early Warning System (EWS) addresses
■	■	Mark & eliminate duplicate entries
■	■	Verify & correct Canadian addresses*
■	■	Presort for First-Class, Standard, Periodicals
■	■	Mail at regular or nonprofit rates
■	■	Sort to enhanced CRRT, WS, and HD
■	■	Sort to Enhanced Line of Travel (eLOT)*
■	■	Earn destination discounts: BMC, SCF, DDU
■	■	Print barcoded labels, cards, envelopes
■	■	Print ACS participant code & keyline
■	■	Print tray & sack tags, postal forms & reports
■	■	Process multiple files simultaneously
■	■	Enable scripting / batch mode processing
	■	Smart Mover* NCOALINK end user licensee
		Database Analysis
■	■	Append geographic & marketing data
■	■	Count records by geographic area
■	■	Append Census tract & block numbers *
	■	Append latitude & longitude
	■	Profile list by demographics
		Database Management
■	■	Work directly with .dbf, .txt, .csv, .mdb, .xls
	■	Parse & genderize names
	■	Update, verify & correct area codes
■	■	Customize data entry
■	■	Delete, recall, & pack records
■	■	Export USPS street data
■	■	Import/export files
■	■	Search multiple fields for editing
■	■	Look up & verify a single address
		List Maintenance
■	■	Export Nth & random records
■	■	Filter records by fields
	■	Find records in a radius
	■	Find ZIPs in a radius
	■	Merge text & graphics into document
		Printers Supported
■	■	All Windows & most non-Windows printers including band, dot matrix, line matrix & laser
		Link to Data Enhancement Services
■	■	Change of address (NCOALINK)
■	■	Residential & business phone append
■	■	Walk sequence append (DSF)
■	■	Fax number append
■	■	Consumer enhancement bundle
■	■	Residential address append
■	■	6 digit SIC code append
		Product Information
■	■	Windows 98/ME/NT/2000/XP
$790	$1450	Annual subscription of 6 bimonthly updates

Standard **Pro** *MAILERS+4 add-on see page 26
Pro Monthly or Bimonthly

for MAILERS+4
DPV

Delivery Point Validation. DPV determines, with an exact match, if an address can be confirmed as a specific delivery point. The database of 151 million records is updated bimonthly and integrates seamlessly with the address check feature in MAILERS+4.

- Verify existence of actual address
- Increase savings in postage & production
- Reduce undeliverables
- Identify Commercial Mail Receiving Authorities

$690 1 year subscription of bimonthly updates
(The price at which DPV is being offered is not established, controlled or approved by the USPS.)

for MAILERS+4
GeoCoder

Geo*Coder... to ZIP+4 Level. Determine distance between two sites, pinpoint customer locations, or find closest dealer to customer... and direction. Link Census tract and block numbers to 2000 Census data to refine marketing efforts.

- Link addresses to demographic data
- Use latitude/longitude with mapping programs
- Find nearest dealer location to a customer

$990 1 year subscription of semi-annual updates

for MAILERS+4
eLOT™

Enhanced Line of Travel. If you currently produce a non-automated mailing that sorts to the Regular Standard Mail rate for 3/5 digit, MAILERS+4 with eLOT can sort qualifying pieces to the Enhanced Carrier Route Basic rate.

- Earn enhanced carrier route discounts
- Speed processing and delivery of mail
- Meet new USPS regulations as of Aug 2002

$240 1 year subscription of bimonthly updates

for MAILERS+4
CanadianAddresser

Canadian Addresser. Verify & standardize Canadian addresses in your list. See page 15.

for MAILERS+4
SmartMover

Secure, private user access to USPS® NCOALINK change of address updates.

NCOALINK enables you to update addresses with the latest permanent change-of-address information filed with the USPS. You can update a mailing list, in house, using MAILERS+4 SmartMover and NCOALINK to update your internal lists using secure data storage technology. After you are certified as an End User Licensee, the USPS will provide you monthly NCOALINK datasets that contain change-of-address information for the most recent 18-month period.

MAILERS+4 & SmartMover enables you to:

- Maintain database security and integrity with in-house processing
- Update the delivery addresses of individuals, families and businesses
- Keep up with the movers and stay in touch
- Increase deliverables and response rates
- Save money on postage and production
- Meet First-Class Move-Update requirements for discounted mailings

Four steps to becoming an NCOALINK licensee.

Melissa Data will help you every step of the way:
1. Apply for self-certification approval to USPS.
2. Purchase a monthly subscription to MAILERS+4 with the SmartMover add on.
3. Submit software information form, process, and return test files to USPS.
4. Upon approval, sign and return License Agreement and pay licensing fee to USPS.

Once certified, you will receive the NCOALINK DVD-ROM set containing the live datasets on a regular basis directly from the USPS. The MAILERS+4 SmartMover package from Melissa Data includes a monthly subscription to MAILERS+4 Professional with DPV (Delivery Point Validation).

 A SmartMover package is available for End User, Limited, and Full Service Providers. The full NCOALINK Product contains approximately 160 million records or 48 months of permanent address changes and is available to Full Service Provider Licensees. The limited NCOALINK Product contains approximately 60 million records or 18 months of permanent address changes and is available to Limited Service Provider and End User Licensees.

Call for pricing.

ZIP*USA

The most affordable quick-fix address solution on the market. Verifying addresses can be an exhausting, time-consuming task when you don't have the right tools. So here it is… ZIP*USA. Designed for single address lookup and correction, it's fast, easy, and always just a mouse click away. ZIP*USA compares any U. S. address to its national database of addresses and returns the corrected data in seconds. This is one desktop icon you'll never want to "recycle."

ZIP*USA gives you:
- A standardized address with the ZIP+4 Code
- The official city name
- The approved State abbreviation
- The carrier route and delivery point codes
- The county name, area code and time zone

Features that save… time and space.

Enter a name, street address and ZIP Code and ZIP*USA automatically fills in the city and state fields for you. Once you've verified your address, you can click on the COPY button and paste your accurate contact information into the document of your choice.

Valuable ZIP*USA lookup options:
- Cities in State shows the correct spelling of all city names
- Cities in ZIP shows all the cities in that ZIP Code
- ZIPs in City shows all the ZIP Codes in that city
- Street Search shows all the street names in an area
- Company Search shows companies listed by the USPS in that ZIP Code

$99 for each semiannual update
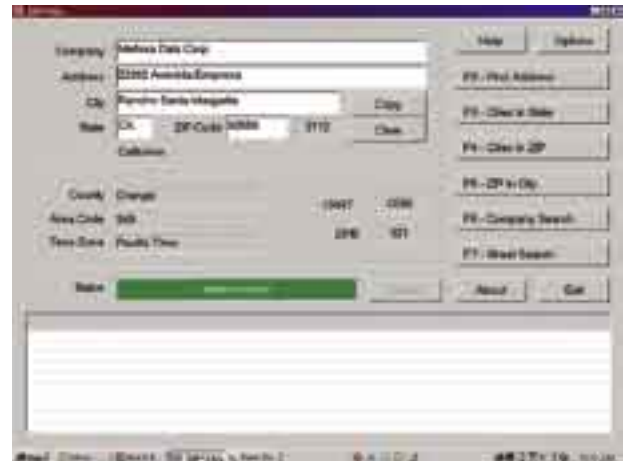
Customer success story

Denver theatre screens extensive database.
The Denver Center Theatre Company had a mission. Its goal was to compile a master list of avid theatre-goers and cleanse its database of 500,000 to 600,000 names. The task was daunting to say the least, especially when they called some theatre-goers who didn't want to be contacted or were already called – thus duplicating the calls. The theatre company began using Melissa Data's MAILERS+4 software solution about three years ago to clean its immense database. The theatre uses the software to verify addresses, update phone number area codes and identify duplicates. In two years time, its lists are about 95 percent clean. The result is a happier patron and caller.

Software

RightFielder3

Minimize keystrokes/maximize results.
RightFielder "re-fields" badly fielded lists: distinguishes names from companies, primary from secondary address, domestic from foreign, etc. Imports "print image" and "label format" files into true databases.

■ RightFielder distinguishes between name, titles, departments, companies, addresses, cities, states, zip codes, & phone numbers.
■ Examines each field in a record, figures out what you've got, and "right fields" the data, moving names into name fields, companies into company fields, etc.
■ Moves primary addresses into a consistent field for better zip encoding.
■ Reorganizes city-state-zip into your preferred format.
■ Recognizes foreign addresses and marks them.
■ Canadian version available.
■ Easily customized -- works with Keyword Tables which you control.
■ Works with lists in dBASE and ASCII. Both 16- and 32-bit versions supplied. Windows 3.1 and newer.
■ Front end pre-processor converts "print image" or "label format" files.
Call for pricing

Personator3

Personalize for profit. Personator 3 makes mailing lists more productive by adding the right touch… the personal touch… to your communications. Increase your response rates and watch your profits soar!

■ Accurately splits full and inverse name fields into their components.
■ Splits city/state/zip fields.
■ Works with your own field names and layouts.
■ Recognizes multi- word name parts like "Dr. & Mrs." or "de la Rosa."
■ Easy to customize.
■ Simplifies merge/sort/de-duplication.
■ Makes better salutations than a word processor.
■ Meets all USPS and Canada Post requirements.
■ Works with lists in dBASE and ASCII.
■ Simple to use. Setup in less than a minute.
■ Adds genderizing prefixes using seven levels of precision. Adjustable settings.
■ Outputs "Dr." as the correct prefix for titles like "MD" or PhD". Editable table.
■ Splits double name fields (two individuals) by recognizing connecting phrases like "and" or "trustee for".
■ Input name fields can be in mixed formats (e.g. Full name list with some Inverse names).
Call for pricing

DoubleTake 2

Extraordinary Merge/Purge Power.

Double Take combines many powerful and convenient features like letting you process files in different formats and different field structures directly, saving you the time to make them uniform. Matchcodes can use any parts of any fields and can process up to 8 matchcodes simultaneously. Because only ASCII strings are passed, any programming language which can call a DLL will work. All the file handling is done by your program, so it's all very straight-forward.

■ Process dBASE, ASCII, and all ODBC-accessed files directly.
■ No need to bring each file into the same format.
■ Merge files with different field structures directly. Saves time, reduces errors.
■ Assign priority (which record should be selected from a dupe group) by file or field contents.
■ Process up to 512 files in one run.
■ Perform Suppression, Intersection, and No Purge processing in a single pass.
■ Splits names, address, and city, state, ZIP fields on the fly.
■ Optional Status Field tells what happened to each record (output, duped, suppressed, suppressor, etc.).
■ Optional Count Field tells how many dupes each record has.
■ Sample programs for Borland C++, Visual C++, Visual FoxPro, SQL Server, and Visual Basic.

Three modes of operation offer all the power & flexibility you need to find duplicate entries.

1. Incremental De-duper for real-time data entry
2. Read/Write De-duper is ideal if you prefer to integrate de-duping into your own program
3. Hybrid De-duper if you want to do your own data storage
Call for pricing

Double Take III

Now available with faster processing speed, 16 matchcodes, CASSMate, and more.
Call for pricing.

PLANET Codes

The most efficient way to find out if, and when, your mail got delivered. Track your automated First-Class, Standard A, or Periodicals mailings in real time using the Melissa Data track-my-mail Web site. You'll be able to view and print out mail delivery reports by Date, State, SCF, BMC, and ZIP Code. For a broader view, pull up an advanced destination map indicating the percentage of deliveries in each region.

■ Coordinate telemarketing and other media
■ Time follow-up mailings
■ Identify and resolve delivery problems
■ Measure direct marketing effectiveness

You will need one kit per mailing. The kits are available in three sizes and contain everything you will need to track your mailing:

■ A unique PLANET Code
■ Peel-and-stick labels with the PLANET Code barcode
■ Instructions on how to use them

To order your kits for PLANET Codes, visit Melissadata.com/track

150 PLANET Codes	**$60**
500 PLANET Codes	**$70**
1000 PLANET Codes	**$80**

Customer success story

Air-Tite's mass mailing relief. Air-Tite Home Products – a West Chester, Ohio-based vinyl replacement window manufacturer – started using Melissa Data's MAILERS+4 Program about three years ago. The window company uses the software to sort its bulk mail and verify mailing addresses. Air-Tite has found relief using MAILERS+4, as it eradicates having to sort the bulk mail by hand, which can be a daunting task to say the least. Air-Tite sends customer appreciation notices, thank-you letters and various advertisement pieces to its current customers and potential leads on a weekly basis. The manufacturer sends about 300,000 to 400,000 mailings across 14 different states as either standard, bulk-mail or pre-sorted. Air-Tite also uses GeoCoder along with MAILERS+4. The software appends latitude and longitude coordinates to its addresses, making it easier for the company to map.

The five most popular lookups at: **MelissaData.com/892**

1.ZIP, City & Phone - Find geographic data about a ZIP Code, phone number, city, or state, or get a listing of cities served by an area code.

2. Phone Numbers - Get geographic information linked to a phone number in the U.S. or Canada.

3. Addresses in U.S. - Verify any U.S. address. Get postal codes, geographic and demographic data, and maps and more.

4. Street Name - Looking for a street name in America? Get a listing, in seconds, of detailed information on over 700,000 unique street names.

5. People Finder - Locate anyone nationwide. Search billions of public records.

Enter a 5-digit ZIP Code and get all this data, with options for more, in return.

Address Verified

More Data About this Address
Aerial View   AM, FM & TV   Contributors   City Demographics   Income Tax   Home Sales   Labor Statistics   Map   Nearest Mailing House   Nonprofits   Street Detail

Address	22382 Avenida Empresa Rancho Santa Margarita CA 92688-2112
Address Type	Street
Area Code	949
Current And Previous Residents	Click here for list
Number of Inquires	431 Click Here to monitor this address
Carrier Route - DPC	C056 - 821
ZIP Code Type	Standard
County (FIPS Code)	Orange (06059) County Demographics
Time Zone (Local time)	Pacific Time (2/15/2005 10:09:33 AM)
Consolidated Metro Area (CMSA)	LOS ANGELES-RIVERSIDE-ORANGE COUNTY, CA (4472)
Primary Metro Area (PMSA)	ORANGE COUNTY (5945)
Representative, Party & District	Gary Miller (R) (42) District Demographics
Delivery Post Office	RANCHO SANTA MARGARITA 29862 AVENIDA DE LAS BANDERA RANCHO SANTA MARGARITA CA 92688 Phone: 949-889-9504
Latitude	33.6377 Degrees North Carrier Route Radius
Longitude	117.6075 Degrees West
Census	Tract 0320.53 Block 1004
Prizm Code	03 **Movers & Shakers** Movers & Shakers is home to America's up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often with children. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment. Movers & Shakers rank number-one for owning a small business and having a home office. Learn more about Prizm Codes.

What people have to say about our Lookups:
"This is just a wonderful Website. I use this Website at least six or seven times a day with my job. Thank you so much. You have made my working day a lot easier. Keep up the great work!" Serena S.

New Home Sales by ZIP Lookup.
New homeowners spend more on home-related products and services in the first six months than established homeowners spend in five years. You can look up and purchase a list of these new homeowners by ZIP Code directly from the Melissa Data Web site. This information, updated weekly and delivered via email, comes from County Recorder offices nationwide. The fields include: name of purchaser, address of property, phone number, county, purchase price, mortgage amount, lender, loan and transaction type. Check it out now at MelissaData.com/homesales.

More free online Lookups:
- Area Codes in a Radius
- Income Tax Statistics
- Campaign Contributors
- Addresses in Canada
- Carrier Routes in Radius & ZIP
- Climate Averages
- Home Sales by ZIP
- ZIP Demographics
- Nonprofit Organizations
- Print/Mailing/Fulfillment Services
- Nearest Post Office
- Place Names: U.S. & Worldwide
- Demographics: City, State, County
- SIC Codes
- ZIP Codes by County, Radius/Distance
- IP Location
- AM/FM/TV Broadcast Networks
- Public Schools & Districts

Company History: Melissa Data Corp. was established in 1985 by Raymond Melissa in Orange County, California. The company began with a single product based on the practical idea of providing a database of postal ZIP Codes on floppy disks for use on a PC. It's called ZIP*Data and it's still a best seller. Next came the development of MAILERS+4, the USPS certified mailing software that saves mailers in postage and printing costs.

Over the past 20 years, Ray Melissa and his team of programming and technical experts engineered the development of dozens of products and services. The company grew from that ZIP Code database to powerful data quality software programs, data hygiene tools and services, mailing lists, web services, fundraising campaigns, maps, and more.

Melissa Data soared into 2005 with six specialized divisions, an international reseller network, a nationally recognized catalog, and a dynamic Website that averages over 70,000 visitors a day.

20 YEARS *of QUALITY DATA*

Join Us - 2005 Trade Shows
For free exhibit hall passes go to:
MelissaData.com/shows

IOUG: Int'l Oracle Users Group
May 2-4   Orlando, FL

DAMA: Meta-Data & DAMA Conference
May 22-26   Orlando, FL

IASA: Ins Accounting & Systems Assn
June 5-8 Anaheim, CA

Visual FoxPo/Access/VB/SQL
June 12-16   Las Vegas, NV

DM Days NY
June 28-30   New York, NY

TDWI: The Data Warehouse Institute
Aug 14-19   San Diego, CA

Print '05
Sept 9-15   Chicago, IL

PASS SQL
Sept 28-29   Grapevine, TX

DMA 88th Annual Conference
Oct 16-18   Atlanta, GA

Anaheim, CA
www.mailcom-conference.com

Oracle World – Dec 5-10
San Francisco, CA
www.oracle.com/openworld

Index
of data solutions

Data Quality Tools = blue
Data Enhancements = green
Sales Lists & Maps =gold
Software = red

a-c

C-Z

Validate address data at point of entry *Page 6*

Build lookup and verification routines into your custom applications and Webistes for point of entry or batch processing. Get validated address and phone, postal codes, and more. Download free trial at MelissaData.com/894 or call 1-800-MELISSA for a CD.

Use MAILERS+*4* for 45 days free *Page 22*

Save up to 65% in postage and printing every time you mail with CASS and PAVE certified mailing software. Earn maximum postal discounts, reduce undeliverables, and increase response rates. Request CD now: MelissaData.com/895 or call 1-800-MELISSA.

Try Data Quality Web Service free *Page 8*

Take advantage of our server to keep the data in your server clean and current. Try the Data Quality Web Service free for 30 days of unlimited use to validate address and phone data at point of entry or in batch. Use SOAP document or XML transfer. Register now: MelissaData.com/896 or call 1-800-MELISSA.

Free New Home Sales Newsletter *Page 30*

Discover the new home sales in a ZIP Code of your choice and get them delivered to your email box every week. Register now to receive the weekly updated New Home Sales Alert to view the sales price, street and date the sale was recorded. Sign up now at MelissaData.com/990.

15,000 Free NCOA^LINK Processing *Page 15*

Update your mailing list with the most current addresses on file with the USPS. Use free ListWare 5.0 to submit your list for NCOA^LINK processing and get the first 15,000 records processed absolutely free. This offer is limited to first-time ListWare users. Download ListWare 5.0 now at MelissaData.com/897 or call 1-800-MELISSA for a CD.

Experience it for yourself ...Free!

Melissa Data Corp.
22382 Avenida Empresa
Rancho Santa Margarita, CA 92688-2112
Change Service Requested

PRSRT STD
U.S. POSTAGE
PAID
Melissa Data Corp

To correct or remove your name from this list go to MelissaData.com/869 or fax your request to 949-589-5211