

**New addition to SmartMailer™ Series:
SmartMailer 7 Premium**

Software Comparison

SmartMailer 7 Premium customers benefit from all the features of SmartMailer 7, plus much, much more!

Software Feature	SmartMailer 7	SmartMailer 7 Premium
Geocoding	NA	*
LACS	NA	*
ELOT	Optional	*
VeriMove™ Net	Optional	18,000 Free * Records
DPV	Optional	*
EasyPermitPostage®	Optional	Optional
Mailing Assistant	*	*
Address Verification	*	*
Presort Savings	*	*
Duplicate Detection	*	*
Envelope Designer™ Plus Software	*	*
Art Mania®*	*	*

These easy-to-use features will save time and money and bring your mail to a higher level of effectiveness

Geocoding

The process that assigns a latitude-longitude coordinate to an address. Improves your ability to target prospects and provides more detailed analysis than creating queries based on ZIP code alone.

LACS (Locatable Address Conversion System)

LACS was developed in response to 911 emergency systems. Automatically updates rural-style addresses to city-style addresses. Saves money by reducing undeliverable-as-addressed mail.

ELOT (Enhanced Line of Travel)

Provides enhanced carrier information to expedite mailings. Creates eligibility for USPS® presort discounts of up to 25%.

VeriMove™ Net

Access the latest USPS® National Change of Address information. Updates the most current address information prior to mailing, in real time over the Internet; available 24/7.

DPV (Delivery Point Validation)

Provides accurate delivery address information and identifies bad or nonexistent addresses.

EasyPermitPostage®

Allows the permit holder to send postage payments for any mailing instead of pre-paying postage. Makes it possible to mail first and pay later.

Mailing Assistant

Has a built-in checklist that organizes all the details of regular mailings. It can also custom-organize unique projects in concert with a service rep. Provides a step-by-step training program for new employees to learn mail operations.

Address Verification

Verifies that address is within deliverable range. Corrects misspellings, inserts directionals, and includes required USPS® ZIP code information.

Presort Savings

Takes advantage of postal discounts by meeting USPS® presort requirements.

Duplicate Detection

Quickly finds duplicate addresses and lets you separate or delete them. Avoid sending the same message more than once by detecting similar names, addresses and/or phone numbers.

Envelope Designer™ Plus Software

Fully integrated mail piece design software that will help you optimize critical marketing space in your mail piece. Ensures that you follow postal mail piece regulations and instantaneously designs postage-saving barcodes.

Art Mania®

Enhance the look of your mail piece and market more effectively using more than 5,000 black and white or color ready-to-print images and over 100 quality fonts.

* Available only with Pitney Bowes AddressRight® printer



Engineering the flow of communication™

World Headquarters
Stamford CT 06926-0700

For more information contact your local Pitney Bowes office or call toll-free: 1-800-MR BOWES (800-672-6937)

www.pb.com

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*Address your mail
as if your business
depended on it*

SmartMailer™ 7 Series
Mail Management Software



Realize the full value of your mail with SmartMailer™ Mail Management Software

Mail helps your business only when it's out the door and in your customer's hands. Every mail project you do needs to be organized, prepared and processed with speed, quality and at a low cost. The challenge of meeting those requirements keeps a lot of mail from ever seeing the light of day.

SmartMailer™ software can get your mail moving because it looks at it from your point of view. It combines decades of mailing experience with cutting-edge technology to give you all the tools you need to enhance the quality of your mail, avoid costly errors and save time.

No matter how large or small your mailing needs, you can do it right, save money and unlock mail's potential to grow your business with SmartMailer™ software.

The power of your mail begins with the correct address

Little things can get neglected in the rush of business. Take the address on the envelope you're about to send.



For example:

- * Is the street name spelled right?
- * Is the ZIP code correct?
- * Have you formatted it properly to be eligible for postal discounts?

The answers to these questions often result in mail returned and marked "undeliverable" or "addressee unknown."

SmartMailer allows you to scan and organize your mailing lists for maximum efficiency with minimal mistakes, before you mail your envelopes, postcards, newsletters, and catalogs.

SmartMailer:

- * Corrects address errors.
- * Validates street, suite number, city, state and ZIP code.
- * Is USPS® Certified (CASS and PAVE), meaning it's the best money-saving mail list manager available.

SmartMailer treats each envelope as a billboard – you can place colorful, dynamic, and personal messages to existing and prospective customers.

Make your mail produce results for your business

Getting the most from the mail begins with your envelope. Your envelope is the first opportunity to impress a prospect or remind a valued customer of your appreciation.

One out of five people moves every year

Even your best customers might forget to tell you they moved. Potential customers never tell you.

Knowing about these kinds of moves ahead of time can boost the effectiveness of your mail and save money by making sure your lists are up-to-date.



You need to know who is where

Knowing where your prospects are in relation to you is a critical component of having your mail generate and retain business. Too often mailings go to entire ZIP codes when only a few blocks are relevant to your business.

SmartMailer™ Geocoding provides you with a 360-degree look at your business landscape by deploying a longitudinal and latitudinal analysis of your service area. This is an easy way to pinpoint customers.

Do it right, every time

SmartMailer organizes and retains the details of all the repeat mailing information on your PC. A programmed checklist organizes the work efficiently, eliminates wasteful procedures and maximizes opportunities for speed and cost savings.

SmartMailer:

- * Updates address information if a customer moves.
- * Generates lists that reflect the geography of your business, not just ZIP codes.
- * Manages databases and imports/exports data in many formats.

It's all about the envelope – start with accurate addresses and a vibrant, professional image to produce new revenue opportunities.

SmartMailer is like having a mail expert right in your office.

Improve your operation while cutting costs

Move mail quicker than ever before while saving money along the way.

Presort and save

Applying state-of-the-art techniques, SmartMailer presorts the mail using USPS®-approved methods for smooth and quicker processing and delivery. Now your mail flies through the post office and out into the mailboxes of intended recipients.

Mail now, pay later – no hassles

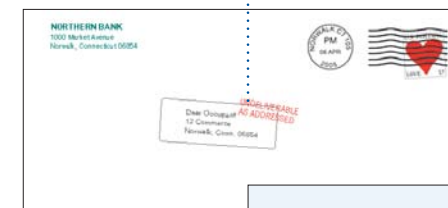
Pitney Bowes will automatically fund all your permit mailings and send you a consolidated statement at the end of the month. No need to prepay your permit account.

SmartMailer:

- * Corrects undeliverable addresses.
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- * Obtains the best postal discounts available.

A special feature of the SmartMailer™ Mail Management software is its ease of use. This software can practically run itself, but a trained technician is standing by just in case.

Avoid "undeliverable-as-addressed."



Customize your envelope by printing your logo and return address.

NB
NORTHERN BANK
1000 Market Avenue
Norwalk CT 06860

MONEY SALE!
ACT NOW!

JOHN BROWN
WEST INC
12 COMMERCE AVE SUITE #12
NORWALK CT 06854-4109

UNITED STATES POSTAGE
PITNEY BOWES
PB 00 \$ 000.27⁸
0000000000 OCT 15 2005
MAILED FROM ZIP CODE 00000

When SmartMailer™ is paired with a Pitney Bowes AddressRight® printer, the results are spectacular and envelope opening.

Corrects address errors.

Take advantage of postal discounts.

Put your message where 100% of your target sees it – on the envelope.

Prints barcodes that speed delivery and save money.

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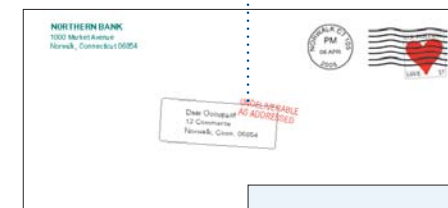
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