



United States Postal Service® Awards First NCOA^{Link™} Full Service Provider License To Anchor Computer

PRESS RELEASE - Farmingdale, NY (May 4th, 2004) – Anchor Computer is pleased to announce it has been awarded the first *NCOA^{Link™} Full Service Provider license issued by the USPS® (United States Postal Service®). Using secure data store technology the “Full Service Provider” NCOA^{Link™} database provides mailers with more change-of-address moves, since it uses 48 months of up-to-date address information, versus the “Limited Service Provider” database that provides only 18 months of address information.

National Change of Address (*NCOA) identifies customers who have moved, improving mail deliverability and reducing the cost and time required to forward mail. The existing NCOA program will be replaced by NCOA^{Link™} on September 30th 2004. In the interim mailers can process their address files through Anchor using either the existing NCOA program or use the new NCOA^{Link™} program.

NCOA^{Link™} is the third product introduced by the USPS that allows mailers to realize unprecedented address quality improvement. The first products were DPV[™] (Delivery Point Validation) and DSF^{2™} (Delivery Sequence File Second Generation). For more information on NCOA^{Link™} and our other address hygiene data processing services please visit www.AnchorComputer.com.

For resellers and end-users who want to process their change-of-addresses in-house, Anchor Software’s new USPS certified MaxMover[™] interface software is available. Resellers can obtain either a Limited Service Provider (18 months) or a Full Service Provider (48 months) license - and use MaxMover[™] to access encrypted NCOA^{Link™} change-of-address information. Organizations that process their own data only can become an End-User licensee that will provide 18 months of change of address data. The current *FASTforward[®] Mailing List Correction (MLC) program will no longer be available after September 30th 2005. For more information on our new MaxMover[™] software, please visit www.AnchorComputerSoftware.com.

About Anchor: Anchor Computer is a leading supplier of data processing services for Direct Marketers providing address hygiene processing for both U.S. and Canada, database services, merge/purge, mailing lists, business and consumer file enhancements including email and telephone appending and modeling. Anchor Computer is a member of the Direct Marketing Association (DMA), Mailing and Fulfillment Service Association (MFSA) and the Canadian Marketing Association (CMA). Anchor is headquartered in Farmingdale, NY. Please visit www.AnchorComputer.com for more information.

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