



**ANCHOR**  
COMPUTER SOFTWARE

[www.AnchorComputerSoftware.com](http://www.AnchorComputerSoftware.com)

**FOR IMMEDIATE RELEASE**

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**Anchor Software Announces ANK<sup>Link™</sup> Integration with MaxMover<sup>™</sup>**

*New option further strengthens industry-leading Move Update solution.*

**Plano, Texas – September 9, 2005** – ANCHOR SOFTWARE, LLC, a leading provider of data processing software for the direct marketing and document design industry, today announced the addition of ANK<sup>Link</sup> to its MaxMover product. By integrating the ANK<sup>Link</sup> option, MaxMover allows Limited Service Providers and End User Mailers access to 30 months of change-of-address information in addition to the 18 months normally provided.

MaxMover, Anchor's certified interface solution for the United States Postal Service<sup>®</sup> (USPS<sup>®</sup>) NCOA<sup>Link</sup> System, corrects mailing lists with regularly updated change-of-address information supplied by the Postal Service<sup>®</sup>. With ANK<sup>Link</sup>, MaxMover will provide a licensed user the ability to "flag" name and address records with a return code indicating that there is move information available for it in the 19 to 48 month move effective date range. ANK<sup>Link</sup> does not provide the actual new address, however, users will be able to make more informed decisions about whether to remove the address from the mailing or send the flagged records to an NCOA<sup>Link</sup> Full Service Provider for additional processing.

MaxMover, developed and maintained by Anchor Software, also provides users an easy way to request Full Service processing by offering a direct link to its affiliate's, Anchor Computer, E-Commerce Portal. "This unique ability lets Anchor Software fully meet the needs and desires of our clients, and continues to show the innovative steps we are taking to provide the necessary tools to our customers to complete all their data quality requirements with a single vendor," said Gary Siegel, President of Anchor Software.

MaxMover, when used in conjunction with MaxCASS<sup>™</sup> and its full complement of add-on features (DPV<sup>™</sup>, RDI<sup>™</sup>, Geographic Coding, LACS<sup>Link™</sup> and now ANK<sup>Link</sup>), helps mailers maintain high quality address lists and achieve the lowest possible postage rates by ensuring addresses are accurate and conform to Postal Service standards.

**About Anchor Software:**

ANCHOR SOFTWARE, LLC, based in Plano, Texas, is a leading provider of data processing software for the direct marketing industry. For more information, visit the Anchor Software website at [www.AnchorComputerSoftware.com](http://www.AnchorComputerSoftware.com). For licensing information, please call 800-237-1921, or email [Sales@AnchorComputerSoftware.com](mailto:Sales@AnchorComputerSoftware.com).

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