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Dear Customer,

The United States Postal Service (USPS®) over the years has implemented several steps to assist mailers in improving the quality of their mailing addresses in order to reduce costly processing and mailing delays associated with change-of-address orders filed through them each year. As you likely know, all mailers who claim First Class and Standard Class Presort and Automation-Rate postal discounts must demonstrate that they have updated the addresses in their mailing list within 95 calendar days prior to the mailing date.

To verify compliance, all mailings process through the USPS Move Update Acceptance Unit. This verification process assists mailer owners and mailers in improving the quality of their mailing addresses in order to achieve optimum results from their Move Update compliance efforts. Based on established USPS thresholds, if a mailing submitted for Move Update verification testing is found to be non-compliant, additional postage costs will be assessed at the time of mailing.

*What does this mean for you as the address list owner or list administrator?*

In order to avoid additional postage assessments, your mailing address list must be up-to-date and reflect any recent individual, family, or business moves prior to mailing. This is especially important if you are using a post mailing Move Update solution such as Ancillary Service Endorsements or Address Change Service (ACS®). When a change-of-address notification is returned to you from the Post Office, you are required to update your mailing list in a timely fashion in order to avoid any address corrections surpassing the 95-day grace period. If any addresses exceed this grace period, the mailing addresses will be subject to additional postage costs.

Those customers utilizing NCOA<sup>Link™</sup> as their Move Update option are also required to properly maintain their mailing lists. Sebis Direct is a non-exclusive licensee of the USPS NCOA<sup>Link™</sup> service. The NCOA<sup>Link™</sup> limited data set contains 18 months of permanent address changes. If you have an address correction that is older than 18 months, that address will not get updated and will be returned to you as an undeliverable mail piece. To remedy this situation, the NCOA<sup>Link™</sup> process generates a Move Update Listing and Summary Report that provides various specifics relating to each change-of-address record that was updated. These reports can be downloaded from our web-based system - Access Direct. Customers are required to update their mailing lists to reflect all NCOA<sup>Link™</sup> change-of-address corrections in order to meet postal requirements.

To summarize, whatever Postal approved Move Update method you have decided to use, it is the responsibility of the address list owner or list administrator to make any necessary change-of-address updates to your mailing list. We strongly encourage that these updates are done in a timely fashion in order to avoid additional postage assessments due to non-compliance. As your mailer, we are obligated to formally certify that each mailing presented to the USPS under discounted postage rates meets USPS Move Update regulations.

The USPS has published an advisement policy that details at length how your mailings will be tested for Move Update under the new compliance efforts. We have enclosed this document for your review so you can become better acquainted with these new processes so as to avoid non-compliant financial penalties.

Please contact your Sebis Direct, Inc. Account Manager if you have any questions or would like additional information regarding USPS approved Move Update options.

For our Value Added Resellers, please make sure this information is relayed to your customers as it is

imperative that they meet the USPS Move Update requirements if they intend to claim any postal discounts for their mailings.

Sincerely,

Sebis Direct, Inc.