



USPS® Move Update

Dear Customer,

To help reduce costly processing and mailing delays associated with the volume of change-of-address orders filed with the United States Postal Service® (USPS®) each year, all mailers who claim First Class & 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. If recent move activity is not reflected, additional postage assessments will be incurred. In order to meet these requirements, we request that you complete the attached NCOA^{Link}™ Processing Acknowledgment Form (PAF).

As a non-exclusive Licensee of the USPS NCOA^{Link} service, we are required to provide you with the attached information that includes the PAF, a PAF Instructional Guide and a detailed description of NCOA^{Link}. We must obtain a completed PAF annually from customers whose list is being processed through this service. Per USPS regulations, Sebis Direct, Inc. is not permitted to process a customer list through NCOA^{Link} without a properly executed and updated PAF on file.

There is a cost associated with this service so please contact your Value Added Reseller or Sebis Direct Account Manager for details. It is important to note that the charges assigned with this service are neither established, controlled, nor approved by the USPS.

Completion Requirements:

- a) The list owner, the broker/agent and/or list administrator are required to list the type of business they are engaged in by the North American Industry Classification System (NAICS). You can obtain the NAICS product code on the internet at www.census.gov/epcd/www/naics.html. This code is required on the PAF.
- b) The PAF must be legible. All information, except for signatures, must be printed or typed.
- c) All fields must be completed in their entirety.
- d) Company Name – Full company name (no abbreviations) of the list owner, broker/agent and/or list administrator is required.
- e) Address – Companies with multiple locations require a separate form for each address processing data. P.O. Boxes are not acceptable. Please use a complete street address.
- f) Do not use liquid paper to make corrections. Draw a line through the error and print above it, if necessary.
- g) Dates may not be corrected. You must obtain a new form to correct a date.
- h) A fax copy is acceptable.

If you decide to select NCOA^{Link} as your method to comply with the Move Update requirements, please arrange to have the PAF completed as soon as possible.

Thank you for your cooperation.

Sebis Direct, Inc.
NCOA^{Link} Licensee