



Your Special Delivery™

Mail-on-Demand:  
The Safer Direct Mail Option

May 21, 2002

# So What's All the Fuss?

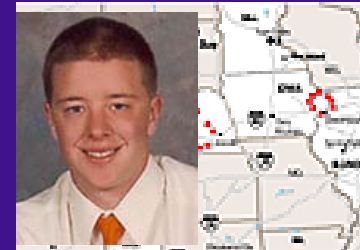
## Mail Monster is Lurking



Ted Kaczynski (Unabomber)  
5/78 – 4/96: 16 bombs  
3 dead; 29 injured



Bio-Terrorism (Anthrax)  
9/01-11/01: 4 letters  
5 dead; 13 infected



Luke Helder  
4/02-5/02: 18 bombs  
6 injured



Rush Hour 2  
1 bomb; 1 book  
2 dead; 2 surprised

# Consumer Mail Safety

## Education & Observation

- Recognize Sender
- Content Expected
  - Requested
  - Recurring
  - Plausible
- Visual Inspection
  - Excessive Postage
  - Misspelled Words
  - Strange Odor
  - Oily Stains

**UNITED STATES POSTAL SERVICE**

### SUSPICIOUS MAIL ALERT

If you receive a suspicious letter or package:

**PERSONAL!**

Chief Executive Officer  
222 N. Wacker Dr.  
Chicago, IL 60601

**1** Handle with care. Don't shake or bump.

**2** Isolate it immediately.

**3** Don't open, smell, touch or taste.

**4** Treat it as suspect. Call local law enforcement authorities.

**If a parcel is open and/or a threat is identified . . .**

**For a Bomb:**  
Evacuate immediately  
Call Police  
Contact Postal Inspectors  
Call Local Fire Department (911) 24h

**For Radiological:**  
Don't Open! Don't Handle!  
Evacuate Area  
Shield Yourself from Body  
Call Police  
Contact Postal Inspectors  
Call Local Fire Department (911) 24h

**For Biological or Chemical:**  
Isolate - Don't Handle!  
Evacuate Immediately Area  
Wash Your Hands with Soap and Warm Water  
Call Police  
Contact Postal Inspectors  
Call Local Fire Department (911) 24h



# Business Mail Safety

## Education, Observation, Detection, & Protection

- Risk Assessment
- Education & Observation
- Detection
  - metal detectors
  - X-ray equipment
  - explosive & chemical trace detectors
  - ...
- Protection
  - bomb blankets
  - biohazard & isolation devices
  - irradiation & sterilization equipment
  - ...



# Environment of Uncertainty

## Direct Marketing Implications

- **Most Powerful Advertising Medium**
  - Returns \$10 for every \$1 invested
  - You can reach everyone with postal mail
  - Preferred by consumers
  - Lists well developed
- **Recipients Are More Selective**
- **Potential to Increase Costs**
- **Postcards & Self-Mailers**



# Environment of Uncertainty

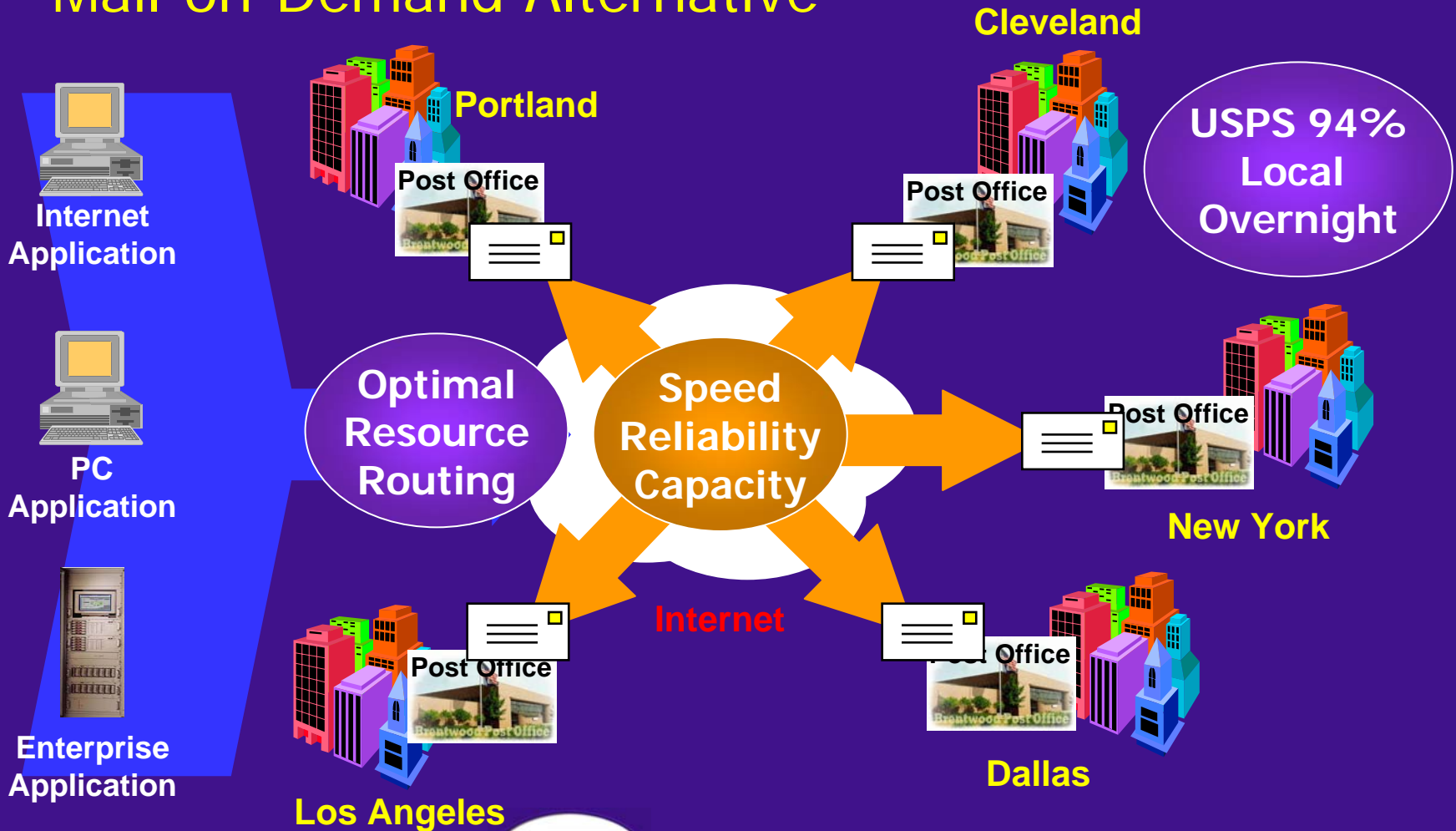
## Electronic Communication Alternative

- **Benefits**
  - Fast
  - Inexpensive
  - Electronic viruses not lethal
- **Limitations**
  - Limited reach
  - Limited demographics
  - Public perception of "Spam"
  - Still have physical mail
- **Require Best of Both Worlds**



# Environment of Uncertainty

## Mail-on-Demand Alternative



05/21/02



Your Special Delivery™

# Environment of Uncertainty

## Mail-on-Demand Alternative

- **Inherently Safe – Hybrid Mail**
  - Sender never touches a letter
  - Secure production facilities
  - Background checks
- **Less Expensive**
  - Digitally produced short runs
  - Offset (color shells) for long runs
- **Faster**
- **Easier**



# Zairmail Express Direct

## Mail-on-Demand Alternative



www.zairmail.com

1



2  
Select Mailing List



3  
Upload Document  
& Preview



4  
Launch Campaign

Faster, Easier, and Less Expensive

# Zairmail Express Direct

## Safety Characteristics

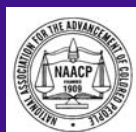
- **Inherently Safe – Hybrid Mail**
  - Sender never touches a letter
  - Secure production facilities
  - Background checks
- **Postcards & Self-Mailers**
- **Free Letter Options**
  - Zairmail Logo
  - Zairmail 800 Number
  - Zairmail Web Site Information



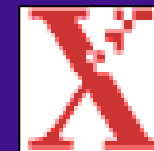
# Zairmail Profile

## Proven Results

### Reputable Funding Partners



### Strong Channel Partners



Started in 1999  
300% Growth in 2001  
Record Q1 2002

### Marquee Quality Customers

### Solid Production Partners

05/21/02



Your Special Delivery™

Page 11

# Mail-on-Demand:

## The Safer Direct Mail Option

- Standard Mail Represents Safety Risk
- Uncertainty Hurts Direct Marketing
- Risks Can Be Reduced
  - Education & Observation
  - Detection & Protection for Business
  - Electronic Communication
  - Mail-on-Demand
- Mail-on-Demand: Zairmail Express Direct



