



Your Special Delivery™

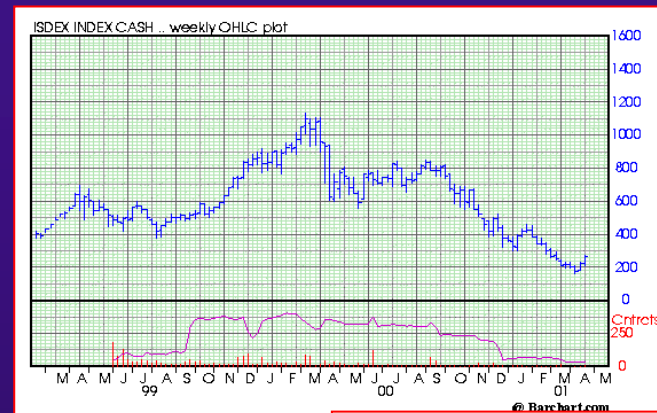
Direct Mail Printing & Production

National Postal Forum

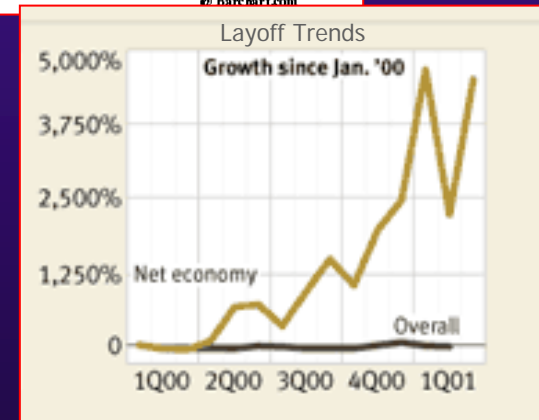
October 17, 2001

What's With the Internet?

Internet.com's Internet Stock Index (ISDEX) has lost more than 80% of its' value since March 2000.



The Industry Standard reports that there have been almost 90,000 layoffs and 160 high profile Internet failures since January of 2000.



Internet "is not" an Economy

Sales Channel

Amazon

Information Repository

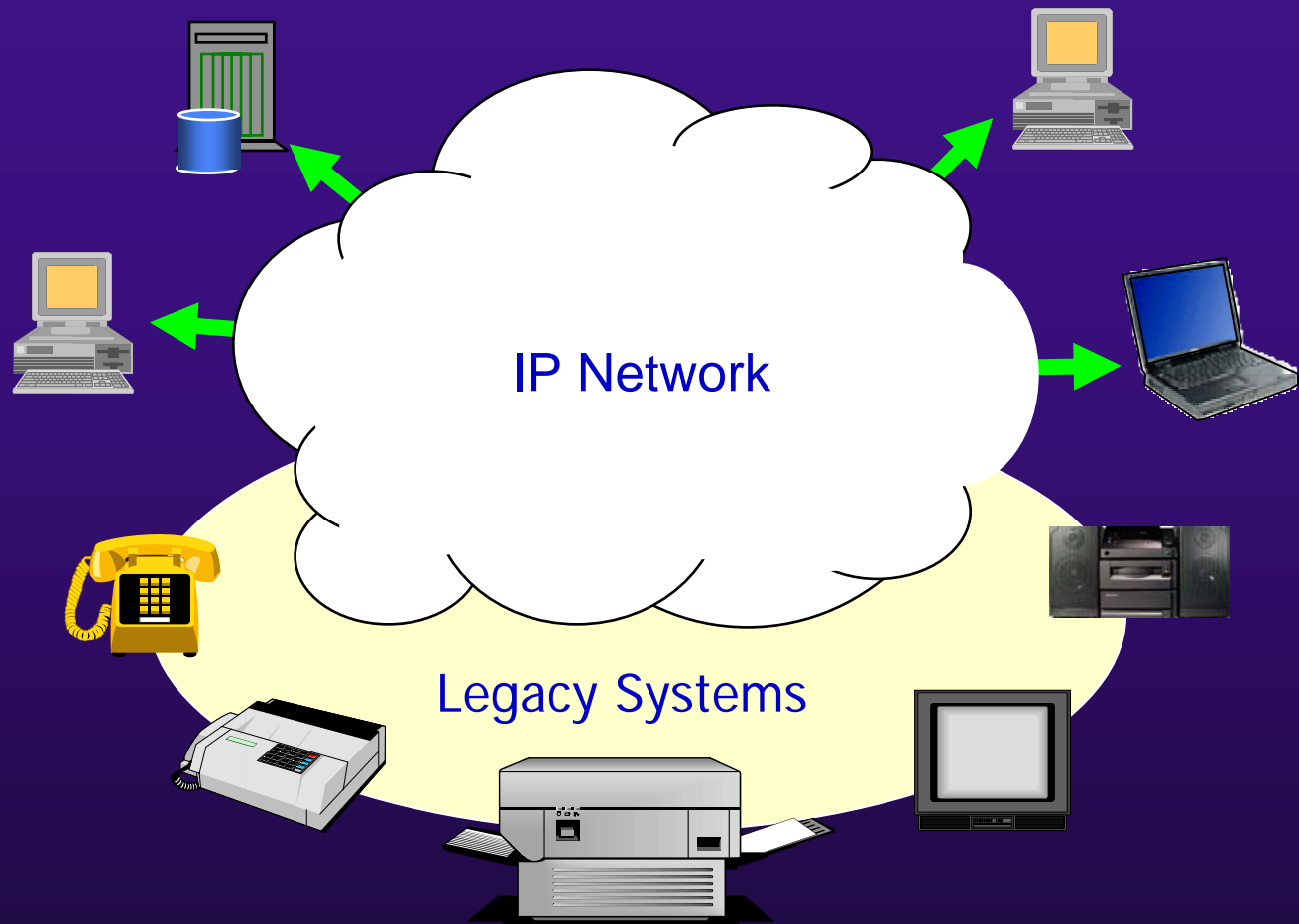
Yahoo!

Communication Substrate

email

Every Internet Application Uses One or More

Internet Convergence



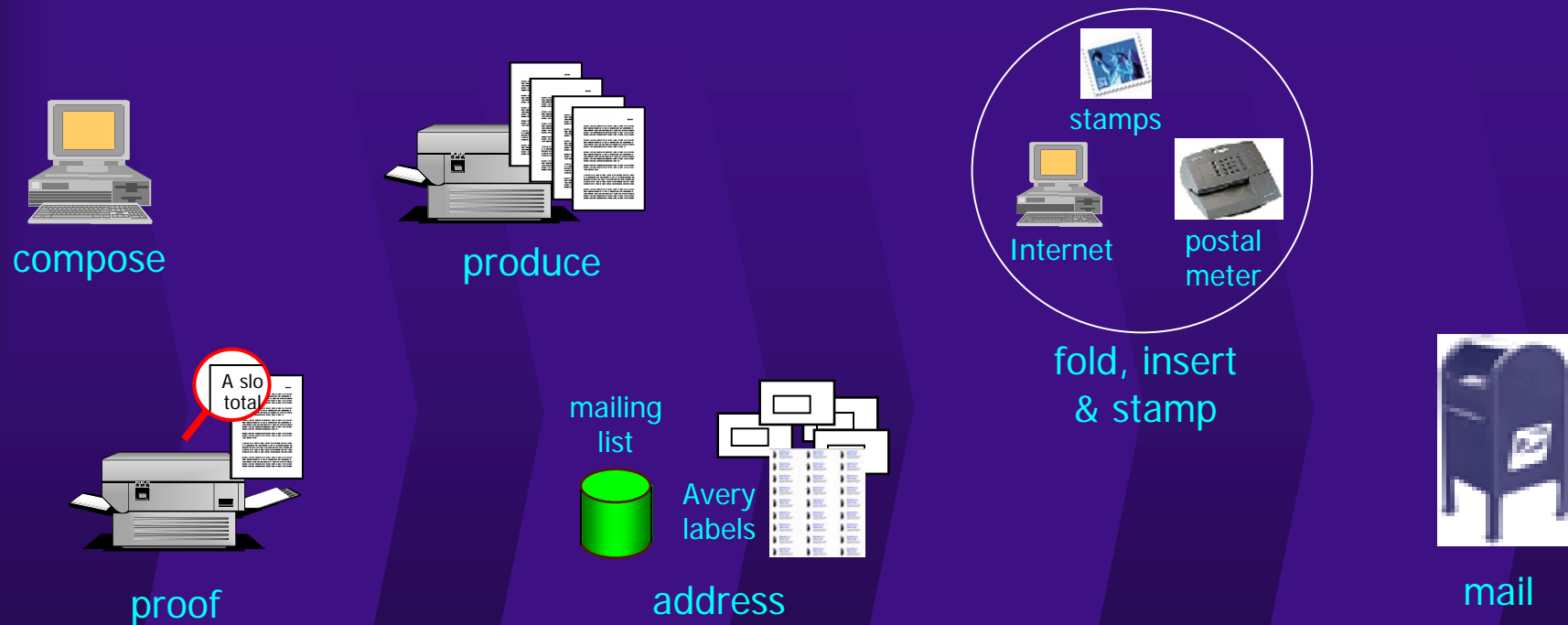
Traditional Postal Mail

Positives and Negatives

- Positives
 - Superior marketing medium
 - Returns (on average) \$10 for every \$1 invested
 - Targeted and measurable
 - Preferred by consumers
 - Reaches every household in America
 - Personal and secure
- Negatives
 - Work-flow is broken
 - Can be costly
 - Can be slow

Traditional Direct Mail

Process Choices: Home/Office Production

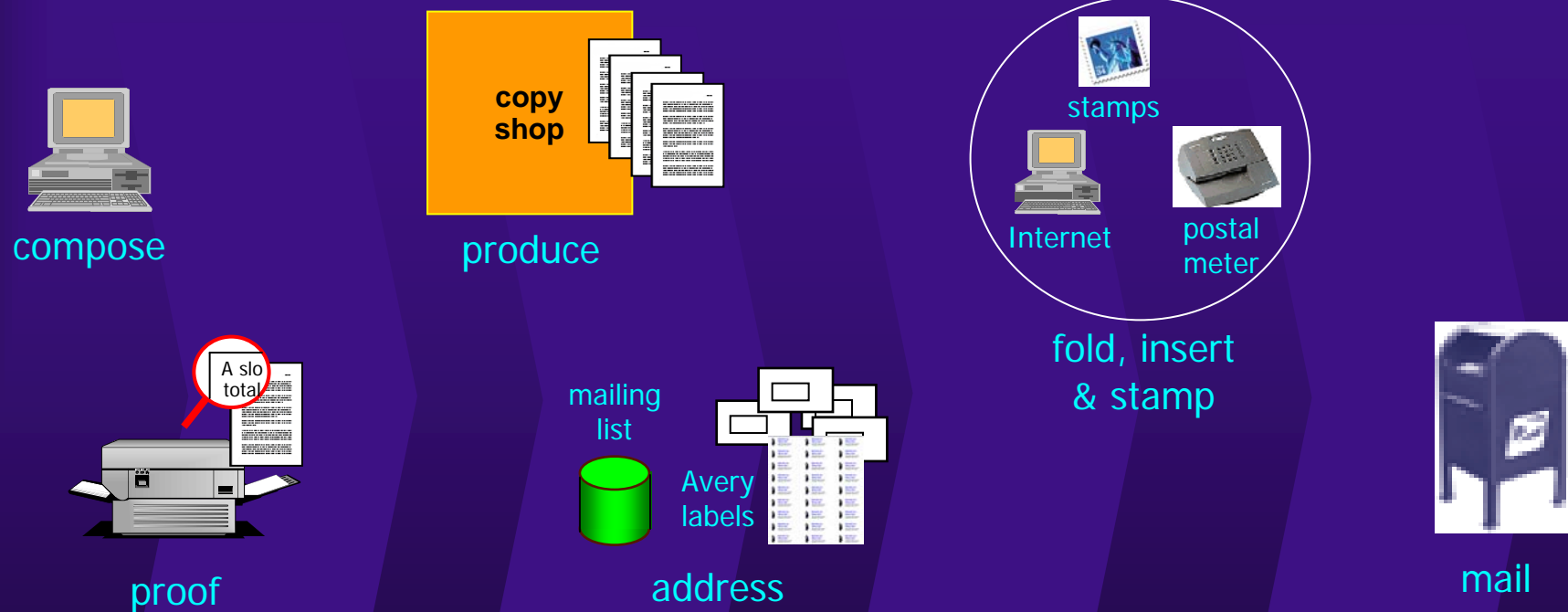


Pro's : Inexpensive and relatively quick

Con's: All-consuming and relatively low quality output

Traditional Direct Mail

Process Choices: Copy Shop Production

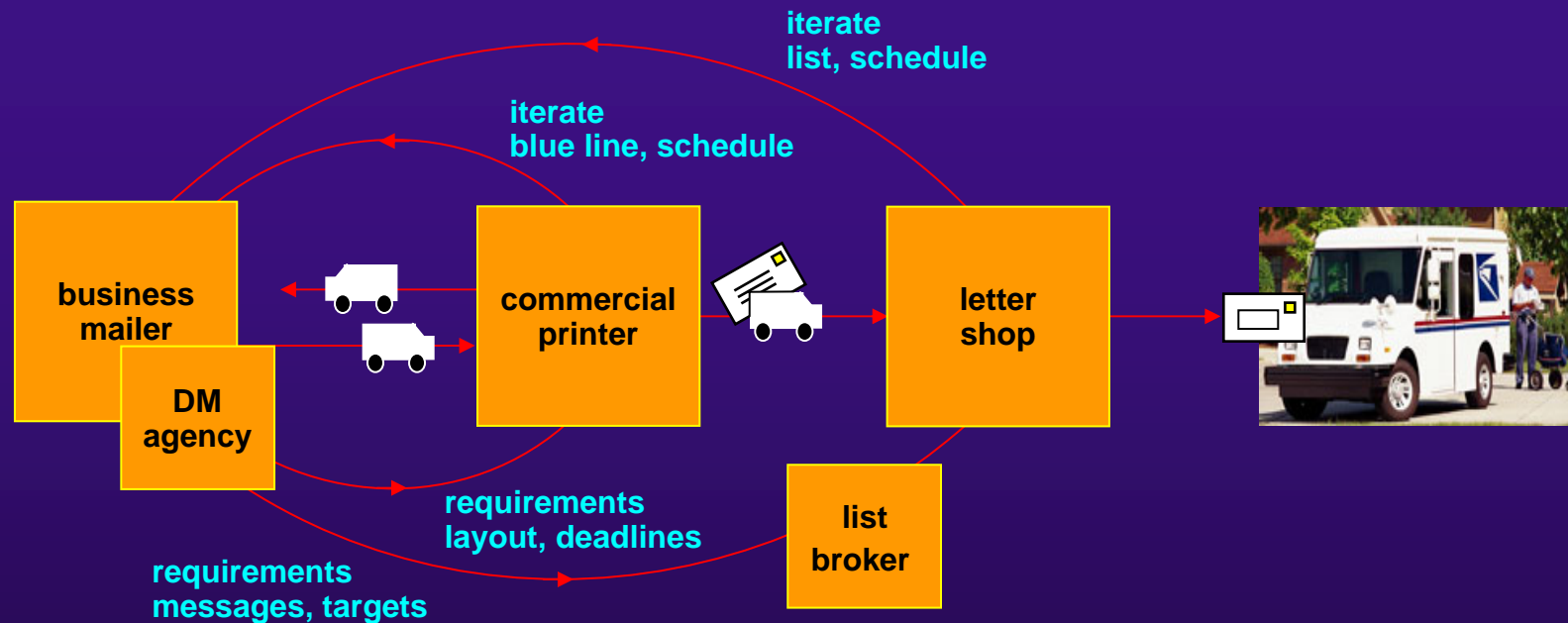


Pro's : Higher quality; more free time

Con's: More expensive; takes longer; no personalization

Traditional Direct Mail

Process Choices: Commercial Print Production



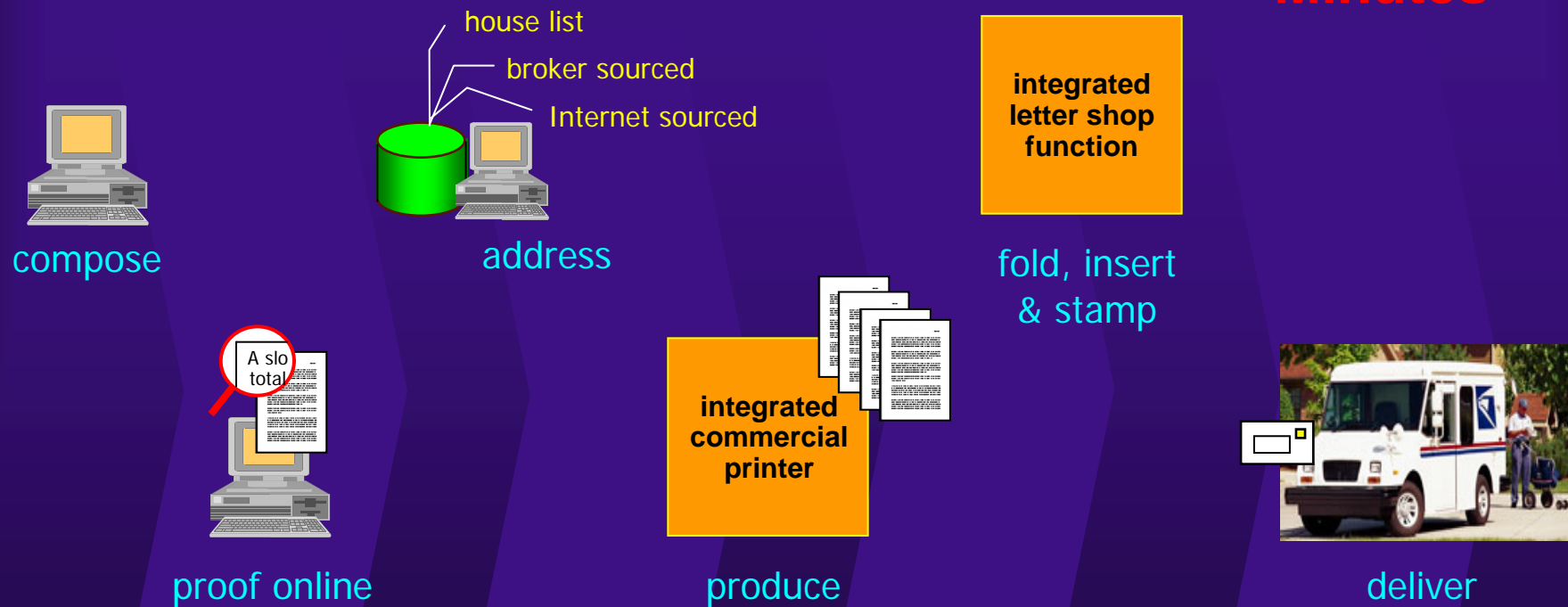
Pro's : Best quality; complete design freedom

**Con's: Most expensive for short runs; 3 weeks required;
lots of details to manage**

Mail-on-Demand

Internet-Driven Direct Mail

**Time Required:
Minutes**



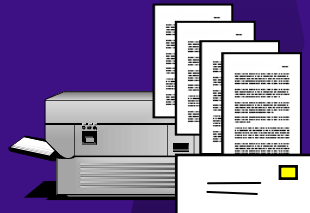
Pro's : High quality; fast; easy; inexpensive
Con's: Restricted formats

Other Applications

Business Letters



compose



print and
address



stamps



postal
meter

fold, insert
& stamp



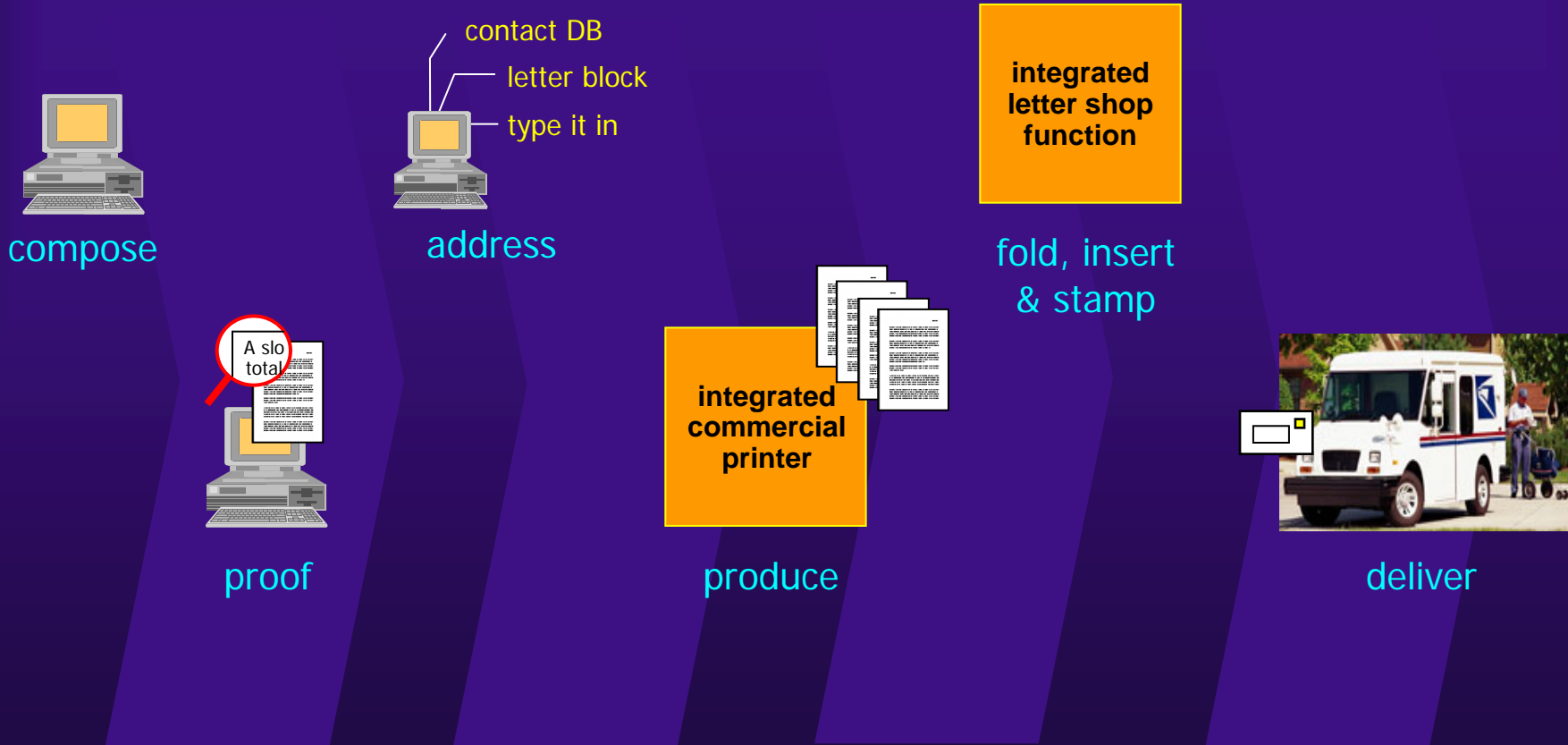
send mail



deliver

Other Applications

Converged Business Letters

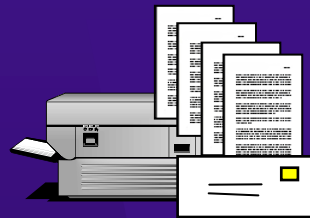


Other Applications

Small Business Invoicing



monthly
accounting
entries



print and
address



send mail



invoice
run



stamps



postal
meter

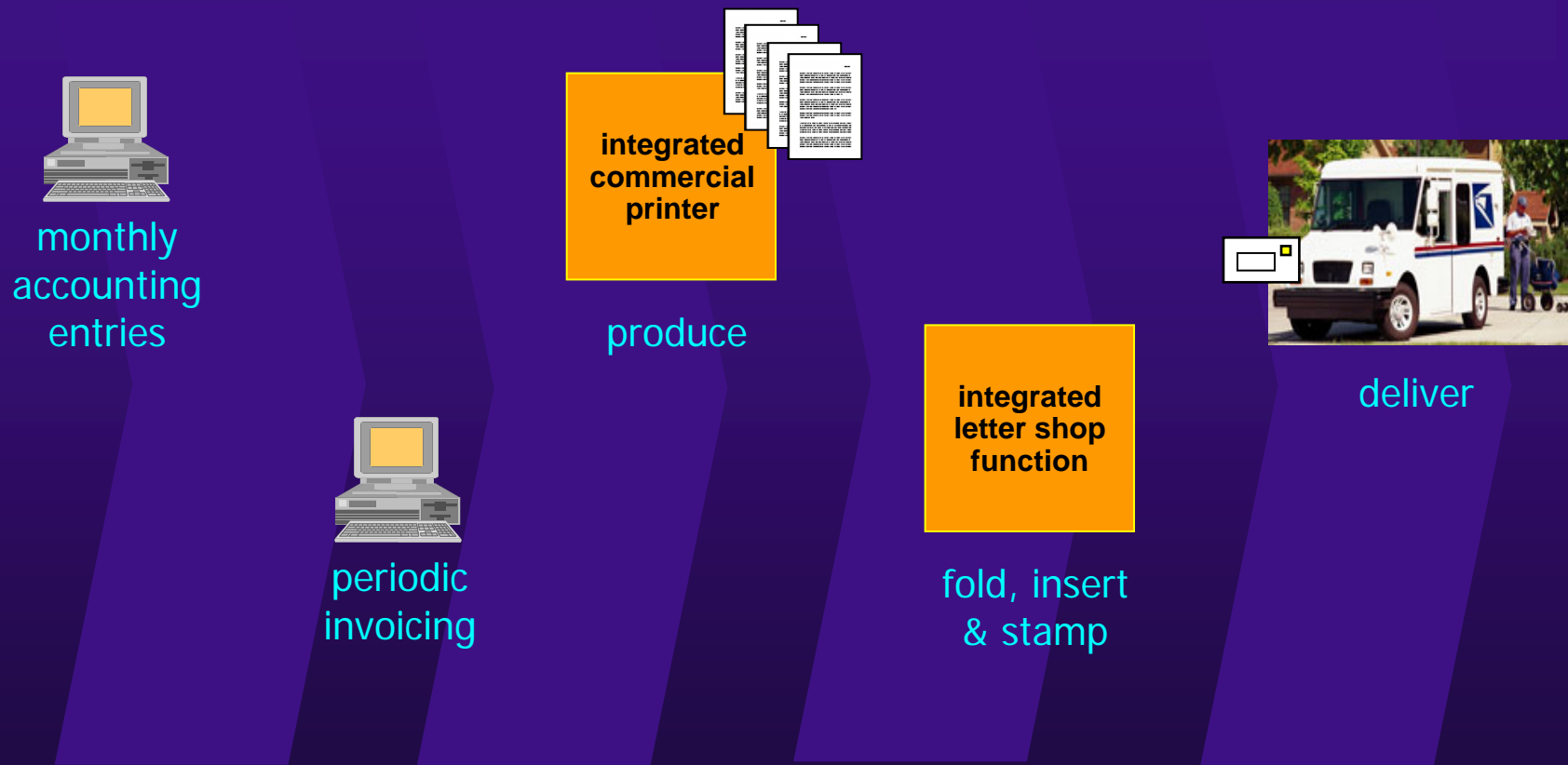
fold, insert
& stamp



deliver

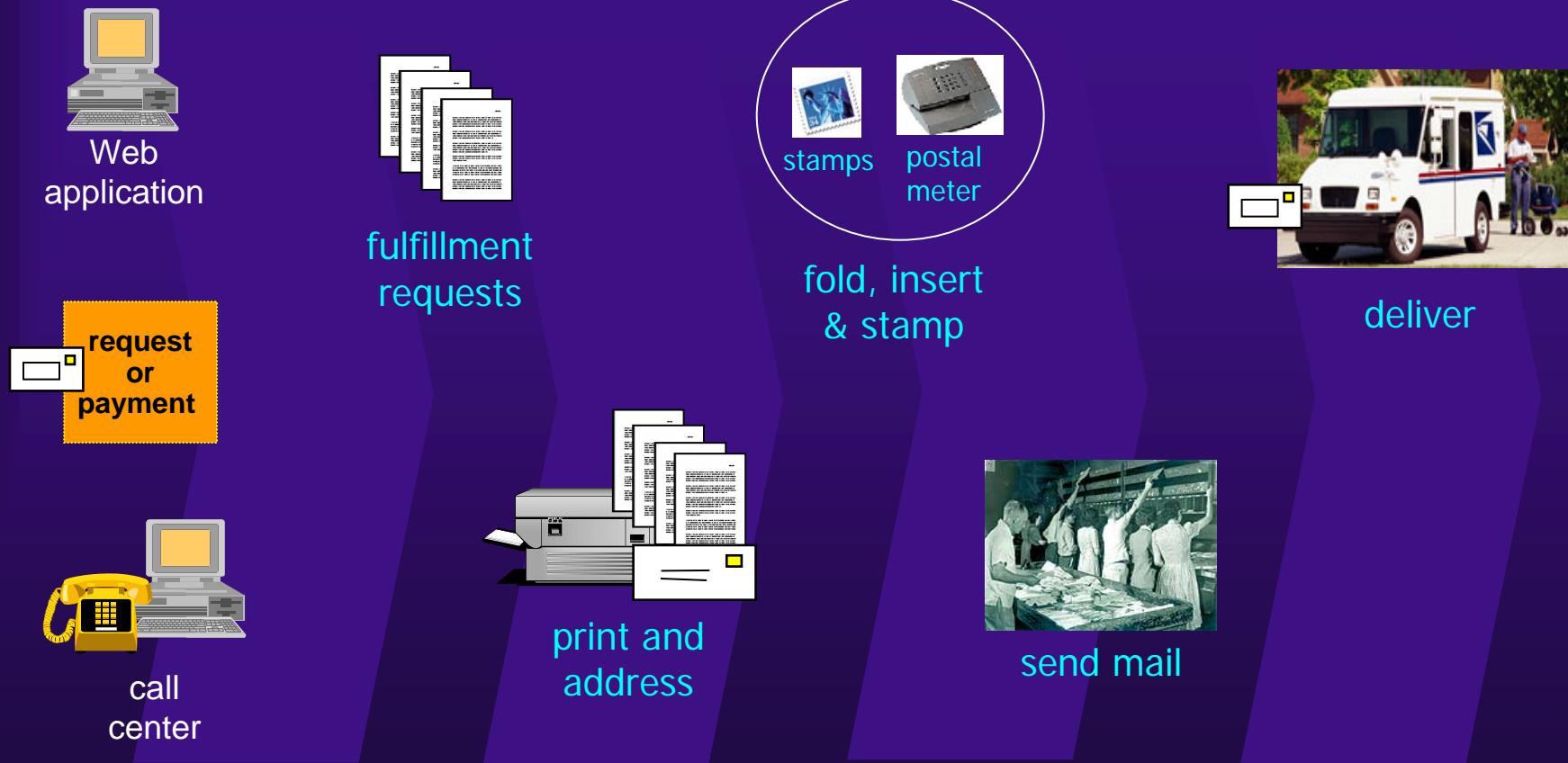
Other Applications

Converged Small Business Invoicing



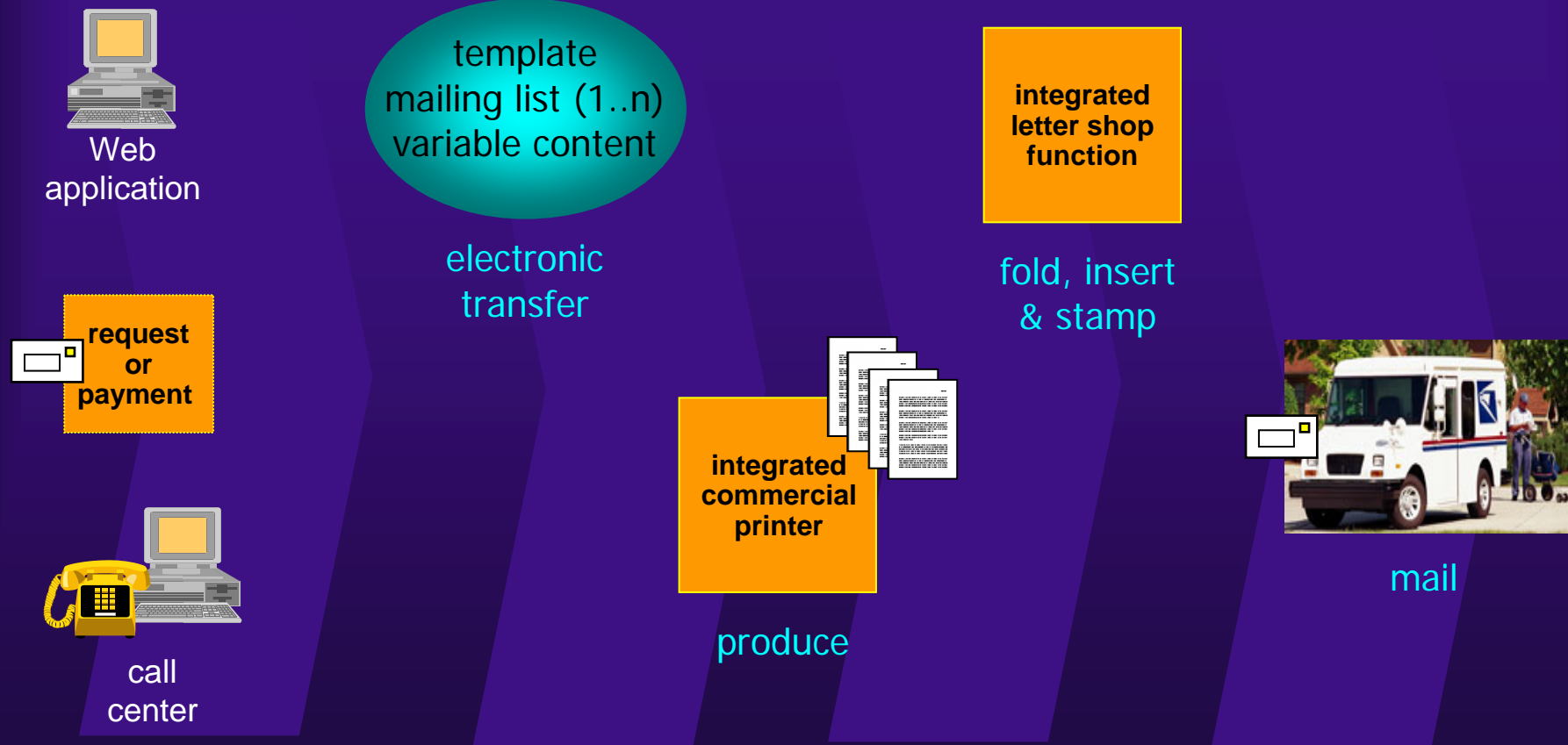
Other Applications

Marketing Fulfillment



Other Applications

Converged Marketing Fulfillment



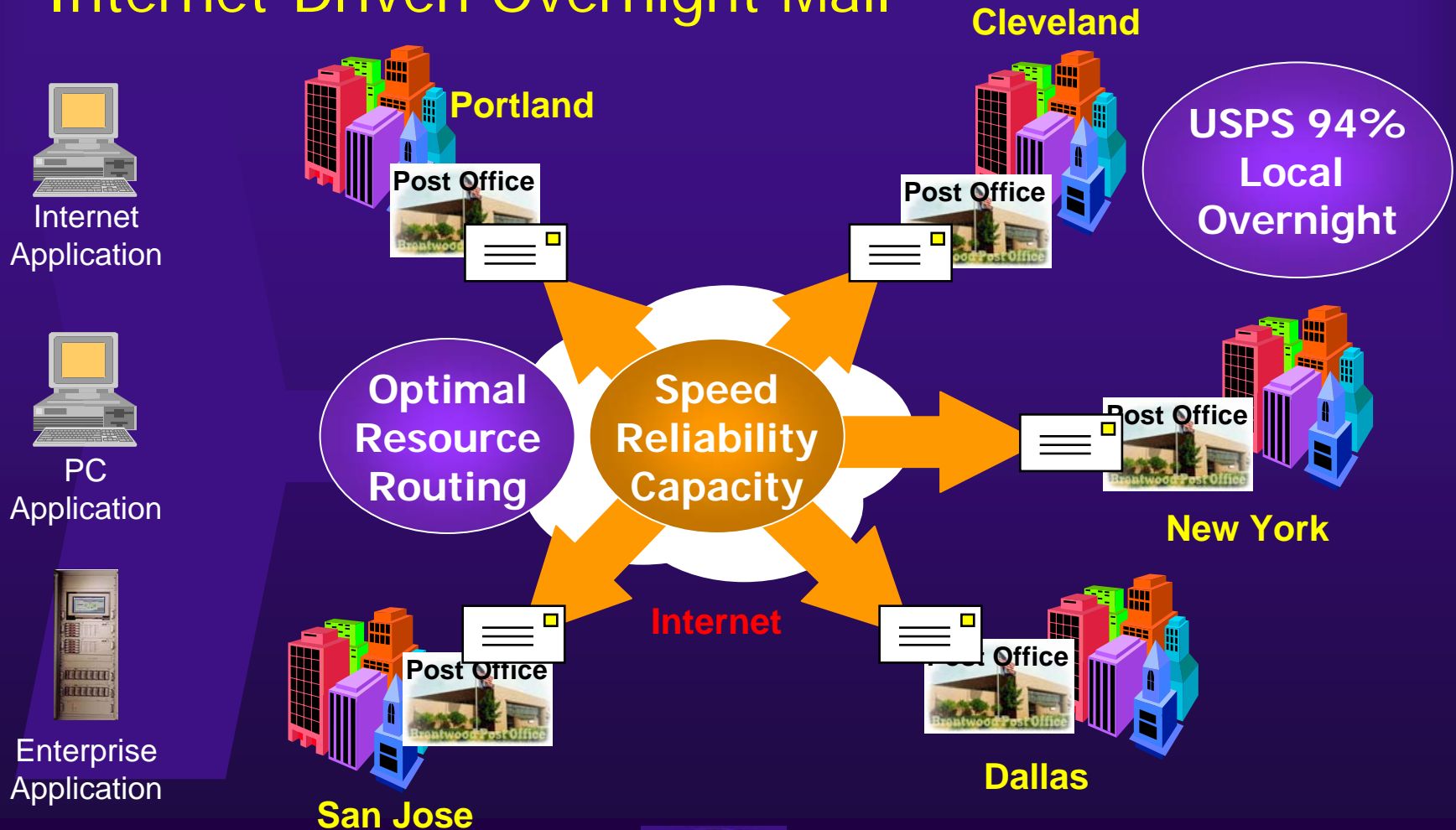
Other Applications

The Best of the Rest

- Grass Roots Activism
- Personalized Greeting Cards
- Automated Marketing Systems
- Automated Appointment Systems
- Personalized Marketing Programs
- And the list goes on...

The Zairmail Solution

Internet-Driven Overnight Mail



Oct-17-01



Page 17

The Zairmail Solution

Zairmail Express Direct

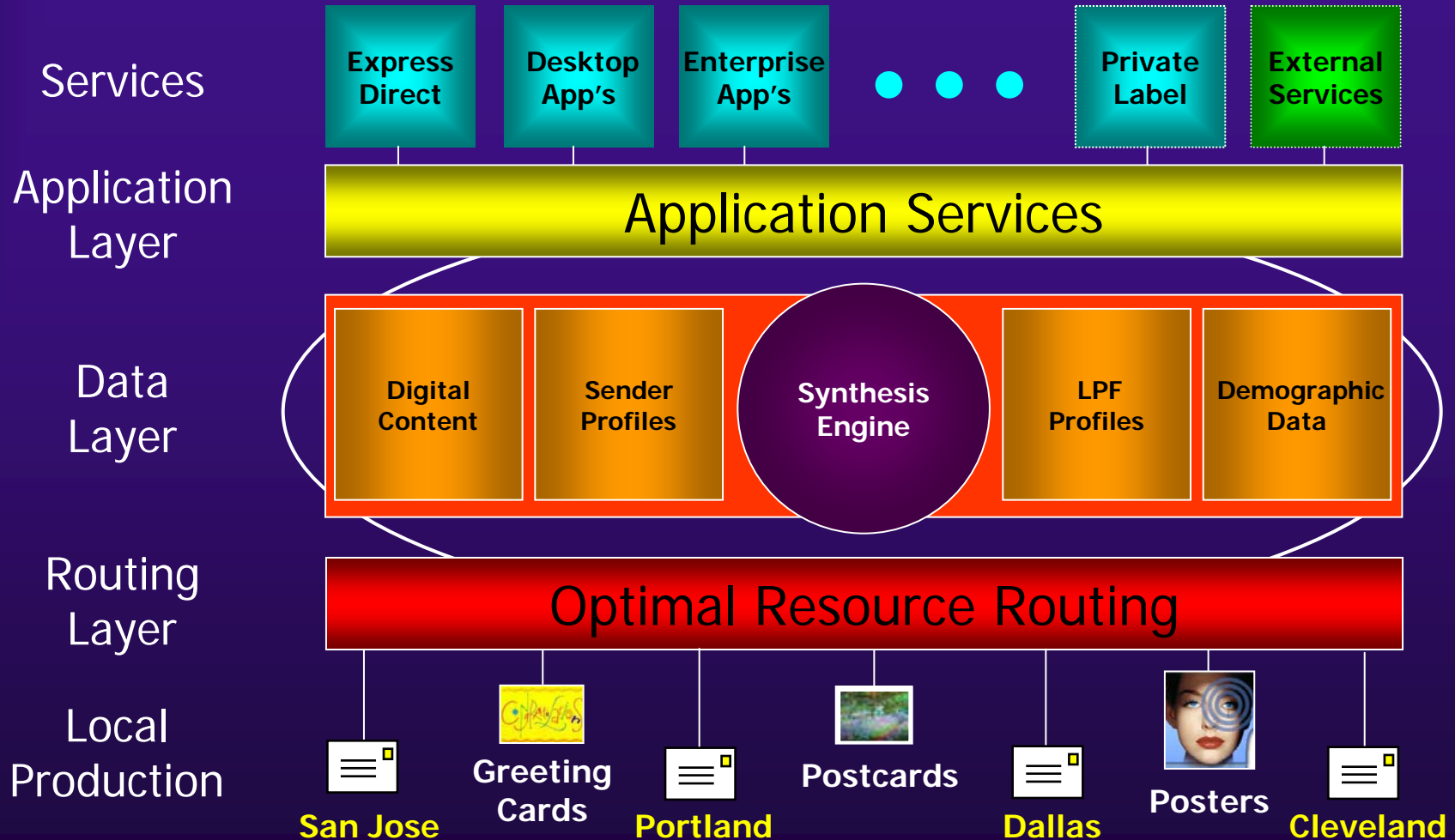
- **Get Results Fast**
 - Route nationally
 - Produce mail locally
 - Optimal letter traffic
- **Minimize Frustration**
 - Single point of contact
 - Your choice of interaction
 - Eliminate manual labor
- **Maximize Value**
 - Production choices
 - High quality output
 - High volume production facilities



biz.zairmail.com

Commercial Quality
Fast, Easy, and
Inexpensive

Zairmail Application Infrastructure



Oct-17-01



Page 19

Zairmail

Direct Mail Printing & Production

- Internet Convergence Offers Opportunities
- Consolidate New Flows of Mail Traffic
- Faster, Easier, Less Expensive
- Make Convergence Work for You!



Your Special Delivery™