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DuoShare

Press Release

DuoShare Attends 2006 National Postal Forum

Dallas, Texas, April 7, 2006: Michael Harvanek and Stephen Buck represented DuoShare, Inc., at the NPF (National Postal Forum), the premier educational event and tradeshow for mail professionals held April 2-5, 2006 in Orlando, FL. They participated in workshops from various tracks including Address Accuracy and Intelligent Mail, Customer Acquisition and Loyalty, Mail Acceptance Preparation and Entry, Mail Center Management, and the Periodicals and Address Quality Symposiums. For participants attending the workshops geared toward address quality, standing room only was the surprising norm.

The keynote address by Postmaster General John E. "Jack" Potter set the tone for a forum that would focus heavily on the importance of address quality. He outlined initiatives in the new Strategic Transformation Plan to reduce the amount of undeliverable-as-addressed (UAA) mail by improving address quality.

In regards to UAA, the Postmaster General stated, "We have wrestled with this issue for years. Bad addresses add costs for mailers, several billion dollars a year by some estimates. And they cost the Postal Service more than \$1 billion a year in wasted productivity. What can you do to help? Better addresses, of course. How? Use the most current information. And use the tools that are out there, like NCOA^{Link}TM just before a mailing. It will help you increase your response rate and the value of your mailing and help us keep your rates low." (For the complete text of the Postmaster General's keynote address, visit http://www.usps.com/communications/news/press/2006/pr06_pmg0403.htm)

The Postmaster General's message loudly echoes DuoShare's belief in the benefits of address quality. DuoShare offers customers full-service assistance with address quality processing and presort services, and customers get a Return on Investment with their first mailing.

DuoShare, Inc. is a privately held software services company based in Dallas, Texas, founded in 2001 to create specific business processes and services and deliver those via the Internet.

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