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TRACKMYMAIL.COM PUBLISHES WHITE PAPER ON INTELLIGENT MAIL® AND HOW ADDRESS QUALITY IS ONE OF THE TECHNOLOGY'S GREATEST BENEFITS

White Paper Discusses How Intelligent Mail Can Optimize Mailing Lists and Become a Significant Part of an Address Quality Program

Gaithersburg, MD, October 15, 2007 - Trackmymail.com, the nation's leading mail tracking service, announced today that it has released a white paper on Intelligent Mail and the benefits that the Intelligent Mail® Barcode (IMB) can provide for better addresses and delivery.

The white paper written by Dave Lewis, Trackmymail's president, is titled "Intelligent Mail® and Address Quality: Using the Intelligent Mail® Barcode to Optimize Your Mailing Lists." It details how Intelligent Mail® technology can optimize mailing lists by becoming a significant part of an address quality program. The white paper focuses on how address changes are handled by the Postal Service, and how mailers can use the recently introduced OneCode ACS™ (using IMB) to keep address lists current – the ultimate pay off being mail efficiently and correctly delivered, lower postage rates, better retention and response rates. The white paper also examines specific trackmymail.com products that leverage the new Intelligent Mail® Barcode and provide address quality capabilities.

This is the third white paper written by Mr. Lewis about Intelligent Mail®. His first white paper titled "Intelligent Mail®, 4-State Barcodes, One Code™ Vision, and Confirm™," discussed the nuts and bolts of Intelligent Mail and how it works. It clarified the many terms used by USPS for the technology with definitions of the services. It also outlined practical business applications for the new barcode technology and discussed how trackmymail.com envisioned integrating Intelligent Mail® technologies into their product offerings.

Mr. Lewis's second white paper titled, "The Era of Intelligent Mail®: a New Barcode Transforms an Industry," detailed how intelligent mail technology is transforming the mail industry, not only while the mail is in the mail stream, but also in the customer relationship area. The white paper also discussed concepts and ideas that businesses can use to enhance the capabilities of their mail and specific trackmymail.com products that use the new Intelligent Mail® Barcode capabilities.

"One of the most significant challenges facing the Postal Service and the mailing industry is accurate addressing. Reducing the amount of forwarded mail has been a major goal since 1997 and Intelligent Mail® plays a major role in meeting this objective," said Lewis. "With so much of the focus to date being on using Intelligent Mail® and the Intelligent Mail® Barcode to measure delivery and performance, the essential address quality component has often been overlooked. This white paper examines how Intelligent Mail® can provide this incredible benefit."

To download a complimentary copy of the Intelligent Mail® white paper, go to:
http://www.trackmymail.com/4st/about_news_white.aspx

About trackmymail.com

Trackmymail.com is a privately-held company dedicated to providing innovative and user-friendly solutions for tracking mail throughout the postal system using USPS PLANET code technology. trackmymail.com solutions are entirely Internet-based and provide easy access to tracking results in easy-to-read reports.

Since its launch at the National Postal Forum in March, 2000, trackmymail.com has helped customers track more than more than 50,000 mailings totaling more than 8 billion pieces, and currently provides tracking services for more than 14 million mail pieces a day.

For more information, visit the company's website at www.trackmymail.com.