



EXECUTIVE MAILING SERVICE
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Announcement To All Executive Mailing Service Customers

Executive Mailing Service Introduces New Improvements to the EMS Postage Optimization System to maximize all possible savings on mailing costs

Executive Mailing Service is pleased to announce its next generation Postage Optimization Program. **EPOP** (EMS Postal Optimization Program) is a multi-tiered program that includes:

- *Front-end Data Processing systems*
- *Innovative sortation schemes developed by EMS over the past 20 years*
- *A newly added Co-Mingling system and the industry's finest Co-Palletization Management System.*

This tiered approach insures an increase in postage savings on segments of a given mailing with lower geographic penetration.

Executive Mailing Service recognizes that, due to various economic factors, clients have reduced mailing volumes. This has resulted in a higher per-piece cost. **EPOP** will offset this increase by consolidating smaller mail segments and optimizing drop shipments to high-density geographic regions.

Each mailing will be pre-screened to identify any segments that are appropriate for handling through EPOP:

- **Large, high-density, segments will be processed via the EMS Co-Palletization Management System:**
 - BMC and SCF entry discounts will be deducted from postage
 - Postage will be paid via client's Permit Imprint
 - Co-Palletization and Drop Shipping charges will be applied
 - The itemized processing report will show the net savings
- **Smaller, low-density, segments will be processed via both the Co-mingling and Co-Palletization Management Systems:**
 - BMC and SCF entry discounts will be deducted from postage
 - Postage will be paid via Executive Mailing's Permit Imprint
 - Co-Mingling handling charges will be applied
 - Co-Palletization and Drop Shipping charges will be applied
 - The itemized processing report will show the net savings

Executive Mailing Service, in a continuing effort to improve service to its customers, knows this postage optimization initiative supports the company's ongoing goal of evolving and adapting its services to facilitate cost-effective mail campaigns for its clients.