



**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.