

Customer Name: ABC Company
 Job Name: ABC Company
 Job Number: 4
 Processing Date: 10/14/2009 5:25:12PM
 Total Pieces: 169,889
 Mail Class: First Class



ADDRESS SCORE™ CARD

Address Score

Final Score:

D

Risk of Triggering a **MERLIN®**
 Performance Based Verification' Failure:

HIGH

Possible Fine: 118.92

Executive Summary

Summary

	<u>Count</u>	<u>%</u>
Clean Pieces:	152,166	89.57%
Pieces at Risk:	17,723	10.43%
Move Update Risk Factors:		
Likely Forwarded:	5,353	3.15%
Likely Returned:	3,210	1.89%

Address Score Breakdown:

	<u>Grade</u>
CASS Score:	Medium
NCOA Score:	Medium
Move Update Score:	HIGH
GHS Move Update Score:	Medium

FINAL SCORE = D. Your file processed received a letter grade of D. The risk on the file is medium-high. This level means that one sub-category score ranked high-risk and opens up considerable concern whether best practice addressing methods are consistently being applied to your files. Immediate analysis should be performed on your corporate addressing methods to comply with postal regulations.

Clean Pieces show the number addresses on this mailing file that were determined to have pass CASS addressing standards, no move update activity either through NCOA, ACS Change of Address or GrayHair's Move Update database.

Pieces at Risk shows the number of pieces that should have been changed to a new move address through the various move update methods and fall into the postal penalty risk over 95 days for move update application.

Likely forwarded shows the number of pieces the USPS most likely forwarded based on known updated addresses.

Likely Returned shows the number of pieces the USPS most likely returned based on the known updated addresses.

Risk of Triggering a MERLIN Performance Verification Failure Fine is calculated by:
 Total Pieces (.70 - percentage Updated Correctly) * .07

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Details

CASS Information

<u>DPV:</u>	<u>Count</u>	<u>%</u>
Delivery Point Validated-Y:	160,021	94.19%
No Delivery Point Validation-N:	121	0.07%
2ndary Info Not Confirmed-S:	6,084	3.58%
2ndary Information Missing-D:	3,663	2.16%
LACS:	6	0.00%
SuiteLink:	0	0.00%

NCOA Information

	<u>Count</u>	<u>%</u>
1-30 Days:	91	0.05%
31-60 Days:	870	0.51%
61-95 Days:	1,110	0.65%
96-180 Days:	1,167	0.69%
181 Days to 18 Months:	53	0.03%
19 Months to 48 Months:	207	0.12%

Breakdown By Type

	<u>Count</u>	<u>%</u>
No Match:	166,391	97.94%
COA:	3,134	1.84%
Nixie:	195	0.11%
Other:	169	0.10%

Move Update Changes

	<u>Total Chgs</u>	<u>Updated Correctly</u>	<u>Failed Updates</u>	<u>Updated Correctly%</u>
1-30 Days:	5	0	5	0.00%
31-60 Days:	105	6	99	5.71%
61-95 Days:	201	31	170	15.42%
96-180 Days:	735	489	246	66.53%
181 Days to 18 Months:	6,090	5,750	340	94.42%
19 Months to 48 Months:	1,877	1,678	199	89.40%

GrayHair Software Move Update Database

Totals:

	<u>Count</u>	<u>%</u>
1-30 Days:	192	0.11%
31-60 Days:	444	0.26%
61-95 Days:	362	0.21%
96-180 Days:	1,054	0.62%
181 Days to 18 Months:	3,113	1.83%
19 Months to 48 Months:	776	0.46%

Breakdown By Type:

	<u>Count</u>	<u>%</u>
No Match:	163,948	96.50%
COA:	2,361	1.39%
Nixie:	3,033	1.79%
Temp Away:	547	0.32%
GHS Moves Not In NCOA:	4,546	2.68%

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GHS Address Score Glossary of Terms:

address - Location to which the USPS is to deliver or return a mailpiece. It consists of certain elements such as recipient name, street name and house number, and city, state, and ZIP Code as required by the mail class.

Address Change Service (ACS) - Automated USPS process that provides change-of-address information to participating mailers that maintain computerized mailing lists. The information is captured in the Computerized Forwarding System (CFS) units and sent to mailers on electronic media, which reduces the volume of manual change-of-address notices.

address correction service - A system of ancillary service endorsements that allow mailers to obtain an addressee's new (forwarding) address or the reason for nondelivery.

clean pieces - Mailpieces with verified, accurate and valid addresses. Validated CASS records with a good DPV score and determined to have no potential change of addresses based on NCOA, ACS COA, and GrayHair Move Update database.

Coding Accuracy Support System (CASS) - A service offered to mailers, service bureaus, and software vendors that improves the accuracy of matching to delivery point codes, ZIP+4 codes, 5-digit ZIP Codes, and carrier route codes on mailpieces. CASS provides a common platform to measure the quality of address matching software and to diagnose and correct software problems.

change-of-address (COA) - A customer move from one mailing address to another.

Delivery Point Validation (DPV) -- USPS Delivery Points are single locations where mail is delivered. The Postal Service currently delivers to more than 150 million locations. Delivery point (address) validation verifies the certified address exists.

Y - Delivery Point Validated

N - No Delivery Point Validation

S - Secondary Information Not Confirmed

D - Secondary Information Missing

GHS - GrayHair Software

GrayHair Move Update Database - A proprietary Change of Address and Nixie database where known moves are consolidated into one database to provide suppressed or re-directed addresses.

Locatable Address Conversion System (LACS) -- The Locatable Address Conversion System is used to facilitate 911 responses. The LAC Address Conversion Service indicator describes records that have been converted by LAC Service from rural route to city-style addresses so that emergency vehicles such as ambulances, police cars, etc., can more easily find them.

nixie - A mailpiece that cannot be sorted or delivered because of an incorrect, illegible, or insufficient delivery address. A nixie clerk specializes in handling this mail.

MERLIN - an acronym for Mail Evaluation Readability Lookup INstrument is a tool that is used by the USPS to assist with the acceptance of business mail.

Move Update - USPS standard for updating mailing addresses. Mailers who plan to claim discounted First-Class Mail and Standard Mail prices must meet the Move Update standard for updating addresses. Effective November 2008, the Postal Service required all addresses on mailings that receive discounts for First-Class Mail or Standard Mail service to undergo address correction within 95 days of the mailing.

National Change of Address (NCOA) -- An address correction service the USPS provides to mailers through USPS licensees. The licensees match mailing lists submitted to them on tape or disk against change-of-address information for the entire country from all Computerized Forwarding System units. If a match is made, NCOA can correct the address before it is printed on a mailpiece.

NCOA Other - The NCOA process can determine a potential move, but due to the matching technology limitations on the NCOA system, a new address could not be uniquely determined to provide a replacement for the old address.

Pieces at Risk - Mailpieces determined to have potential change of addresses based on NCOA, ACS COA, and GrayHair Move Update database.

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GHS Address Score Glossary of Terms (continued):

Performance Based Verification (PBV) - USPS set of business rules for improving the verification of mail. PBV improves the current mail verification process by focusing resources where most needed -- high quality mailings receive fewer resources while poorer quality mailings receive more; ensuring consistent business practices, and improving operational efficiency and effectiveness.

SuiteLink - USPS program to improve business addressing by adding known secondary (suite) numbers to allow delivery sequencing where it would otherwise not be possible. The system is built on Secure Data Store technology where the authorizing data will only reveal information for the input name and address and no other. Given a business name and an associated ZIP + 4 coded address that matches to a high-rise default, the SuiteLink process will return the appropriate suite number.

Temp away - Addresses that are filed with the USPS on a temporary short term basis. Temporary moves are not available in the NCOA database.

undeliverable as addressed (UAA) - Mail with an invalid, incomplete, or illegible address and that the USPS cannot deliver as addressed and must forward to the addressee, return to the sender, or send to a mail recovery center.