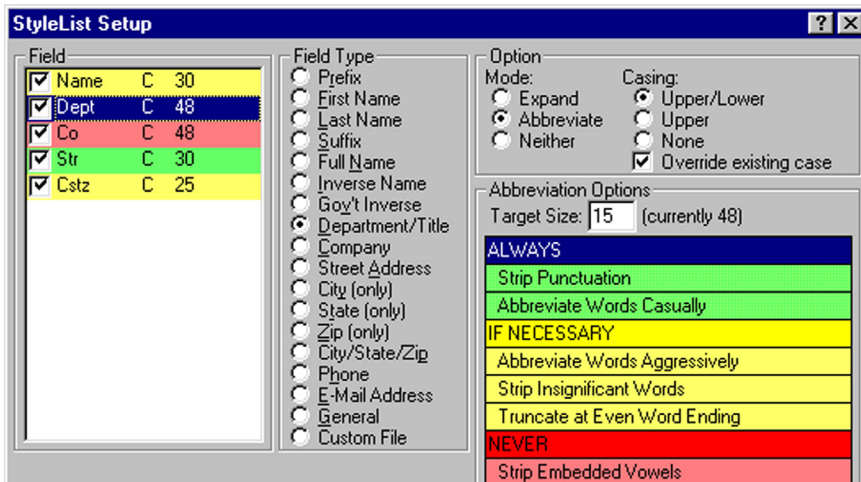


StyleList5 *Control the formatting of data for style, accuracy, & response*

StyleList converts your raw mailing lists into clean, personal-looking names and addresses. Labels, envelopes, and letters look better, more readable, and are more apt to be opened. StyleList is a smart program. It comes with a suite of integrated utilities like the fastest, most visual ASCII/DBF converter; a Search & Replace module; and a superb Edit/Browse capability which lets you see your data in many useful ways.



StyleList5 makes it all seem so simple:

- **Field Length** - Expands or compresses data to field widths you specify. Never truncates.
- **Casing** - Converts to Upper/Lower or ALL UPPER. Properly cases all US/Canadian postal abbreviations and casing exceptions in names.
- **Street Casing** - Handles difficulties encountered when working with street addresses.
- **Abbreviation** - Expands or creates. Select "Casual" or "Aggressive."
- **Punctuation** - Adds or strips proper punctuation in names & addresses.
- **Company Casing** - Through the use of a special 4-letter word table, StyleList has a better working knowledge of what is a word and what is an acronym.
- **Correctly cases** company names like "BanCorporation," "booktech.com," "IBM Worldwide," and "BUY.COM."
- **Correctly cases** "Mc" and "Mac" names ("MacNamara," "Macey") and also less common prefixes like "Del" and "Von" ("DelGado," "VonBraun").
- **Understands** that "MS" is "Ms" in a prefix. "M.S." in a suffix and "MS" in a state. Special handling for words like "CO", "RD", "ST", etc.
- **Email Casing and Correction** - Removes illegal characters from email addresses and completes truncated domain names (i.e., "user@aol" becomes "user@aol.com").
- **ZIP Formatting** - "Un-Excels" ZIP® fields by fixing ZIP codes that have lost their leading zeros. Standardizes ZIP +4® and Canadian Postal Codes.
- **Phone Formatting** - Standardizes phone numbers into a variety of formats.
- **State Expansion** - Fully spells out state names for formal address labels.

Benefits...

- Makes bulk mail look more "personal"
- Increases response rates
- Work efficiently & effectively with clean, organized data
- Makes files more uniform so they merge, sort, and de-duplicate better!
- Enhances marketing efforts & ROI

Features...

- Fast, simplified setup screens
- 10-20 million records per hour
- Expanded user-defined defaults
- Works with lists in dBASE & ASCII
- Easily customized - works with Keyword Tables which you control
- Compresses or expands data in list fields
- Converts to upper/lower case or vice-versa
- Expands or abbreviates words & phrases
- Adds or strips punctuation
- Real-time data entry casing, as well as the addition or removal of punctuation
- Casing of files with custom file structures
- Provide casing from an application seamlessly without shelling to another application

System Requirements...

- Windows NT, 2000, XP, 2003, Vista
- Pentium pro or higher processor (x86)
- 8 MB of RAM (32 MB or 64 MB is better)
- 10 MB of available hard disk space

Free 30-Day Trial Offer...

- Call now: 1-800-MELISSA, opt 5
- Visit: MelissaData.com/Stylelist

Pricing...

- StyleList5 Web download - \$695.00
- StyleList5 API - \$995.00