

Press Release

Hold for release date

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Melissa Data Saves Mailers Money with Low Price Pledge on Canadian National Change of Address[®] Processing

Low Price Pledge also Covers USPS[®] NCOA^{Link}[®] Processing to Reduce Undeliverable Mail and Protect Postal Discounts

RANCHO SANTA MARGARITA, Calif. (March 26, 2010) – Melissa Data,

(www.melissadata.com), a nonexclusive NCOA^{Link} Full Service Provider Licensee of USPS, is now a licensed NCOA mail service provider for Canadian National Change of Address[®] (NCOA).

Melissa Data provides companies with the services necessary to keep up with customers that have moved, both in the U.S. via NCOA^{Link} services and Canada via Canada Post NCOA services. Organizations can use Melissa Data's unique SmartMover Web service to update records in real-time*, or choose to have their lists updated via batch processing with change-of-address information on their U.S. and/or Canadian customers.

Canadian National Change of Address Service

Each year, approximately 1.2 million households and businesses file a change-of-address notification with Canada Post. The Canadian National Change of Address (NCOA) service provides the most accurate, up-to-date mover information available, helping organizations maintain customer files and keep in contact with existing customers after they've relocated. The master file is updated monthly and contains an estimated 80% of all movers in Canada during the past 72 months.

NCOA Address Updating Benefits

- Prevent the lost revenue that occurs from losing track of customers.
- Increase marketing campaign ROI by improving deliverability.
- Improve cash flow and reduce collection costs by maintaining accurate billing records.
- Reduce environmental and financial costs associated with undeliverable mail.
- Save costs associated with manual mover tracking.

As a provider of address updating services licensed by the USPS and Canada Post, Melissa Data has the flexibility and means to guarantee the lowest price for its address updating services. Melissa Data's low price pledge means they will beat any competitor's price for NCOA^{Link} 48-month or Canadian NCOA Services. NCOA^{Link} processing is required by the USPS for automation discounts on First-ClassTM and Standard Mail[®].

For more information on Canadian NCOA Services and the Low Price Pledge, visit <http://www.melissadata.com/listservices/coa.htm>

ABOUT MELISSA DATA

Melissa Data is an active DMA member, as well as a member of the DMA's List & Database Council. The company was named #1 in Customer Satisfaction in a 2009 data quality survey report conducted by analyst house, The Information Difference. Since 1985, Melissa Data has been a leading provider of data quality solutions with emphasis on U.S., Canadian, and international address and phone verification, and postal software. For more information, visit www.MelissaData.com or call 1-800-MELISSA (635-4772).

Melissa Data is a nonexclusive NCOA^{Link} Full Service Provider and Interface Distributor licensee of the United States Postal Service[®]. The USPS neither establishes, approves, nor controls rates at which NCOA^{Link} services are offered. *Melissa Data receives weekly NCOA^{Link} updates. The following trademarks are owned by the United States Postal Service: NCOA^{Link}, First Class, Standard Mail, USPS, United States Postal Service. AD#4.10

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