

[January 11, 2005]



USPS Approves ON-CARD, a Reverse Telemarketing Solution

DELRAY BEACH, Fla. --(Business Wire)-- Jan. 11, 2005 -- In a surprise move, USPS Mailing Standards approved ON-CARD, a breakthrough direct mail solution, opening the door to a new marketing channel -- reverse telemarketing. Reverse telemarketing results when prospects are motivated to call a company, in contrast to traditional telemarketing where the company makes the calls.

In the past, approvals for innovative mail solutions have typically taken two to five years. But the USPS approved ON-CARD in just two months based on its potential to drive sales of postage by creating a new class of direct marketing opportunities.

ON-CARD achieves reverse telemarketing through a simple but effective act: generosity. Each ON-CARD includes a free gift available to every single recipient. No purchase is necessary to receive the gift. Rather, recipients need only call a toll-free number, provide information requested by the marketer, and their gifts are activated. Marketers in turn inform respondents about special offers and promotions during the call. Responses are tracked and reported to the marketer instantly online as they occur.

In September 2004, ON-CARD introduced its revolutionary product at the USPS-sponsored National Postal Forum in Washington D.C. Upon seeing the concept, postal officials were enthusiastic but cautious, saying in effect, "This is great! We need to test this to ensure that it's fully machinable and complies with standards." USPS salespeople, however, immediately recognized ON-CARD's revenue potential and got involved.

The USPS Southeast Area Sales Team in particular was instrumental in getting ON-CARD approved. Working closely with that team, ON-CARD revised its mailer to meet the Postal Service's requirements, earning Mailing Standards' seal of approval quickly.

ON-CARD test campaigns have generated positive dialog between consumers and corporations, delivering remarkable results. Instantly compensating consumers for their time and attention, ON-CARD breaks through the growing consumer resistance to marketing identified by Yankelovich last year. And by delivering ROI reports online in real-time, ON-CARD answers corporate demands that marketing be more accountable.

Two direct marketing innovators, Verizon and AEGON Direct Marketing, will be first to seize upon this new marketing opportunity. Verizon's campaign is already under way; AEGON plans to launch theirs in early 2005. ON-CARD is approved for mailing at automated and presort postage rates for both First-Class and Standard Mail. More information is available at <http://www.on-card.com>.