



# ANCHOR

COMPUTER SOFTWARE

[www.AnchorComputerSoftware.com](http://www.AnchorComputerSoftware.com)

## FOR IMMEDIATE RELEASE

### Contact:

Adam De Cruz

240-631-2100, ext. 109

[adecruz@anchorcomputersoftware.com](mailto:adecruz@anchorcomputersoftware.com)

## Anchor Software Announces its Address Enhancement Processing System

### *Corrects addresses to qualify for automated postage discounts*

**Plano, Texas – May 30, 2007** – ANCHOR SOFTWARE, LLC, a leading provider of data processing software for data quality, direct marketing and document design, today announced the release of Address Enhancement Processing (AEP™) for use with its CASS Certified™ solution, MaxCASS™.

Since CASS™ Cycle L requires the use of DPV™, industry experts forecast as much as a 2% reduction in the amount of mail that will qualify for automation discounts. These new CASS requirements coupled with increasing postage rates are compounded issues that could cost large volume mailers millions of dollars per year. AEP corrects addresses that do not initially match against the United States Postal Service® (USPS®) ZIP + 4® database, thereby increasing postage discounts and reducing Undeliverable-As-Addressed (UAA) mail.

AEP uses an extensive database of names, addresses and other information to correct addresses that do not initially validate and standardize when using MaxCASS. AEP also corrects and/or adds secondary address lines (i.e. apartment and suite numbers) in high-rise buildings.

Using Anchor's proprietary matching techniques and programming logic, records that have not been validated (including not being confirmed with DPV) are passed against the AEP database. Then information that may be available (i.e. first name, last name, middle name, primary address, secondary address, phone number, email address, date of birth and social security number) is used to correct those addresses. Using this alternative data enhancement methodology could result in matching and validating an additional 1.0% – 3.0% of the entire file when passed through MaxCASS a second time. This increased matching will subsequently increase postage discounts, mail delivery and, in turn, response rates.

"In consideration of USPS requirements, including rules that are changing due to the upcoming implementation of CASS Cycle L, Anchor Software is reaffirming its commitment to improve address quality and reduce UAA mail. We have dedicated extensive resources to help ease the burden on all direct mailers by offering innovative solutions to make the transition to the new rules as seamless as possible. AEP is a result of that effort, and we intend to continue to enhance our solutions to meet data quality challenges," said Gary Siegel, President Anchor Software, LLC.

### **About Anchor Software:**

ANCHOR SOFTWARE, LLC, based in Plano, Texas, is a leading provider of data processing software for the direct marketing industry. For more information, visit the Anchor Software website at [www.AnchorComputerSoftware.com](http://www.AnchorComputerSoftware.com). For licensing information, please call 800-237-1921, or email [Sales@AnchorComputerSoftware.com](mailto:Sales@AnchorComputerSoftware.com).

###

*Anchor Software, LLC is a non-exclusive licensee of the United States Postal Service®. AEP and MaxCASS are trademarks owned by Anchor Software. The following trademarks are owned by the United States Postal Service: CASS, CASS Certified, DPV, United States Postal Service, USPS and ZIP + 4.*