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Anchor Software Announces the Premiere of DataDialog™

New Product Makes it Easier to Set-up and Process Data

Plano, Texas –October 15, 2006- ANCHOR SOFTWARE, LLC, a leading provider of Document Design and Printing, Postal Processing and Data Quality software solutions for the direct marketing industry, today announced the release of DataDialog. DataDialog is the first all-purpose software developed to easily manage complex file processes without the use of traditional programming languages, and allows users of moderate experience level to create the data manipulation processes formerly reserved for high-level computer programmers.

When setting up a process in DataDialog, every command is explained interactively via an easy-to-follow interface. Once a setup is complete, a user can either start the job immediately or let the “Auto-Pilot” feature begin the process at a pre-determined time or when a specific file event takes place. While running, DataDialog has the capability to send notifications via email or phone so that the user can remotely monitor any job’s progress.

Users can take advantage of DataDialog’s powerful macros to perform duplicate elimination, “if-then-else logic”, Nth selects, calculate check-digits and even calculate distance between points when using latitude and longitude information. Each macro can easily be saved for reuse in the future. DataDialog can process a multitude of file formats including but not limited to, flat files, delimited files, variable-length files, DBF and ODBC files. It can also handle any number of multiple input and output files in a single job process.

DataDialog can launch any application (not just those in the Anchor Software Suite) that runs from a “command line,” so currently used application software can be easily merged with other processes. This type of integration is one of the many ways that Anchor Software, LLC is continually reinforcing its commitment to overall data quality.

“DataDialog places control back in the hands of the users, thereby assuring that the product lives up to individual expectations and the demands of the people who use it. From ease of use, to the ability to manipulate the data to meet uniquely specific requirements, “*we developed DataDialog with the user in mind*”, said George Cortes, Vice President of Software Development and Support, Anchor Software.

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 please visit the Anchor Software website at www.AnchorComputerSoftware.com. For licensing information, please call 800-237-1921, or email Info@AnchorComputerSoftware.com

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