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The University of Iowa Selects Anchor Software's MaxCASS™ for its Mainframe Address Standardization Solution

Improved Performance and Cost-Effectiveness Cited as Reasons for Selecting Anchor

Plano, Texas – February 6, 2008 – ANCHOR SOFTWARE, LLC, a leading provider of data processing software for postal processing, data quality, direct marketing and document design, today announced that the University of Iowa has selected MaxCASS, Anchor's CASS Certified™ solution. The University of Iowa signed a multi-year license agreement with Anchor Software to use MaxCASS to perform all of its IBM mainframe-based address standardization processing in both batch and CICS environments.

The University of Iowa, in an effort to improve its levels of customer support, avoid increases in license fees and to reduce overall costs, underwent a comprehensive evaluation, which focused on speed, ease of use and accuracy before deciding to replace their existing software solution of 15+ years with MaxCASS. "We were very pleased with the performance and accuracy of the results during our evaluation. That coupled with the cost-effective pricing and flexible licensing made it an easy decision to transition from our current provider to Anchor Software. We were very impressed with their pre- and post-sales support." said Michael Noel, Director, ITS Administrative Information Systems.

Anchor Software first certified MaxCASS for use on IBM Mainframes in 2006 and since that time has continued to announce new Mainframe solutions, which include Anchor's proprietary Distributed Processing solution for address correction and standardization, and move update processing via the United States Postal Service® (USPS®) NCOA^{Link}® program. That capability provides for dramatic increases in overall production speed and the flexibility to seamlessly expand production capability.

"We are very pleased that The University of Iowa chose MaxCASS for its Mainframe address correction and standardization processing. Anchor's IBM Mainframe compatible software products were specifically designed and developed to meet the needs of these types of organizations that, up until now, had no alternatives to replace their data quality software tools. The transition to MaxCASS was performed in a timely fashion with little impact on the customer's daily operations" said Gary Siegel, President of Anchor Software.

MaxCASS, when used in conjunction with its full complement of integrated features (DPV™, DSF²™ RDI™, Geographic Coding, LACS^{Link}™, Suite^{Link}™, NCOA^{Link}, and ANK^{Link}™) helps maintain high quality address lists and achieve the lowest possible postage rates by ensuring addresses are accurate, current and conform to United States Postal Service standards.

About Anchor Software:

ANCHOR SOFTWARE, LLC, based in Plano, Texas, is a leading provider of data processing software for the direct marketing industry. For additional information, please visit the Anchor Software website at www.AnchorComputerSoftware.com, call 800-237-1921, or email Sales@AnchorComputerSoftware.com.

About University of Iowa:

The University of Iowa is a major national research university with a solid liberal arts and sciences foundation. Respected for its excellence in education, passion for discovery, and tradition of public service, the University offers a close-knit intellectual community that draws students and scholars from around the world. Founded in 1847, the UI is Iowa's oldest public university. Today it comprises 11 colleges, a major teaching hospital, a technology research campus, museums of art and natural history, and other resources. It is the largest of three public universities governed by the Board of Regents, State of Iowa. The University of Iowa was the country's first public university to admit men and women on an equal basis. It was also the first university to accept creative work in theatre, writing, music, and art as theses for advanced degrees; the site of the first law school west of the Mississippi; and the world's first broadcaster of educational television.

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