

Ms. Jane Sample
CEO
ABC COMPANY
1234 Main Street
Anytown, MA 01234

Dear Jane,

*You're now eligible to receive Patriots vs Jets tickets
and an NFL Pro Shop Gift Certificate! Reply Today!*

✓ Yes! I'm ready to make my next brilliant play!

Please tell me how QuickAddress Pro can help me win customers and lower costs!

- ☐ Please send me my 30-day trial of QuickAddress Pro!
- ☐ Enter me to WIN two tickets to the see the Patriots vs. the Jets!*
- ☐ Send me my \$25 NFL Pro Shop Gift Certificate if I'm one of the first fifty respondents!

Name _____
Title _____
Company _____
Address _____
City/State/Zip _____
*Phone _____
*Email _____
Fax _____
Website _____

(Phone and email are required for prize delivery)

Please let us know how QuickAddress can best help you:

- 1** What industry is your company in? _____
- 2** How many addresses are in your database (approximately)?
☐ under 25,000 ☐ 25-50,000 ☐ 50-100,000 ☐ 100-250,000
☐ more than 250,000
- 3** Approximately how many users enter addresses into your database?
☐ less than 10 ☐ 11-25 ☐ 26-50 ☐ 51-100 ☐ more than 100

For immediate action, call or fax back today!

Call: **1-888-322-6201** Fax: **1-888-882-7082** Online: **www.qas.com/tickets**

Or, return this card by mail

*Please see rules and regulations on next panel.

Reply today and get ready for the BIG game!

Get it all FREE!

- **A 30-day trial of QuickAddress Pro!**
- **Entry to win two tickets** to see the Patriots play the Jets on December 22nd at Gillette Stadium!*
- **A \$25 NFL Pro Shop Gift Certificate**, if you're among the first 50 respondents!

Call 1-888-322-6201

HURRY! Reply today. Offer ends 12/10/02.

Go online:

www.qas.com/tickets

Fax reply card to:

1-888-882-7082

Or, return the attached reply card by mail!



QAS

QAS • 529 Main Street, Suite 204 • Charlestown, MA 02129-1104
Tel: 1-888-322-6201 Fax: 1-888-882-7082 E-mail: us.info@qas.com Website: www.qas.com/us

**To score extra profits,
you need a brilliant play**

QuickAddress
DEVELOPED BY QAS



* No purchase is necessary to enter to win. A purchase will not increase your chances of winning. Your chances of winning are 1 in 25,000. This promotion is sponsored by QAS North America. The winner will be announced following a random drawing of all participants. All replies must be received by QAS on or before 12/10/02 in order to qualify for prizes. Winners will be announced 12/15/02 at www.qas.com/tickets. QAS employees are ineligible to participate in contest. Only one entry per contestant. Winners will be contacted directly. Prizes not claimed by 12/18/02 will be forfeited and returned to QAS. Estimated prize value is \$1000.

Play to Win with QuickAddress Pro.

To win at the game of business, you need all the brilliant plays you can get.

You need to make smart moves that increase profits, productivity and customer satisfaction. You need moves that everyone will understand—simply and quickly. You need QuickAddress Pro.

As the ultimate address verification software, QuickAddress Pro helps ensure correct addressing by validating every new address record against the 150 million addresses in the United States Postal Service's database. While other products may partially correct addresses in your existing database, QuickAddress Pro prevents errors at the point-of-entry.

Imagine every parcel, catalog, and customer communication being delivered right the first time. Imagine your improved profits from lower postage costs and increased company-wide productivity. Imagine winning the game with a simple solution that yields dramatic results. If you can imagine it...you can do it, with QuickAddress Pro from QAS.

QuickAddress Pro—it's the perfect play for bigger profits!



Increase profits. Satisfy customers. Improve productivity.

Knock Down Costs!

- **Reduce mail costs** by lowering returns, lost shipments and non-deliverables
- **Cut postage fees** with discounts for Zip+4 and bar codes
- **Minimize mail time** with detailed and accurate addresses

Kick Up Productivity!

- **Improve data entry time** with address entry typically in 15 keystrokes or less
- **Increase productivity** by reducing customer service calls and correction time
- **Condense call times** by speeding data entry and record retrieval

Turn Customers into Fans!

- **Fulfill expectations** by delivering products right the first time
- **Increase satisfaction** by quick access to customer data
- **Enhance corporate image** by minimizing typographical errors

23.6% of all mail is incorrectly addressed, resulting in delayed delivery or even lost mail or packages.

1-888-322-6201

Improve your marketing game plan

- **Maximize response rates** by reducing undeliverable mail
- **Improve client profiles** by minimizing duplicates and misinformation
- **Build profitable relationships** by offering better customer service

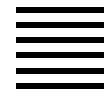
Quick Set-Up. Easy Implementation. Immediate ROI.

- Installation and training take only minutes
- Integrates easily with your existing database
- Set up, install and use on same day
- Stays out of sight until you need it

"The software was so easy to use that the 80 staff accessing QuickAddress Pro were up and running on the same day as the software."

—Caledonian MacBryde Ferries

www.qas.com/tickets



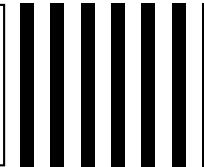
BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO.178 BOSTON MA

POSTAGE WILL BE PAID BY ADDRESSEE

QAS

529 MAIN ST STE 204
CHARLESTOWN MA 02129-1104

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Letter – NE Version

(Johnson Box)

You're eligible to receive absolutely FREE

- **Two Tickets to See the Patriots vs. the Jets***
- **A \$25 NFL Pro Shop Gift Certificate***
- **A 30-day Trial of QuickAddress Pro**

Hurry! Offer ends 12/10/02. Reply today!

(Address Block)

John Sample
123 Main St.
Anytown, MM 99999

Dear John:

You've always been a star, but now you need a brilliant play to become your company's most valuable player. Here's your winning strategy! It's called QuickAddress Pro. It's the world's leading address verification solution, and it can put you in the big game with big profits.

Turn customers into fans and win higher profits with QuickAddress Pro.

Think of what you can do with a database full of correct customer addresses:

- Ensure that shipments get to the right person the first time.
- Reduce mailing costs and undeliverable mail.
- Minimize lost shipments and reduce return rates.
- Improve ROI for marketing campaigns and mailings.

QuickAddress Pro lets you verify a customer's address as it's entered by validating it against every address in the United States Postal Service's database. It corrects bad addresses before they enter your database. It's so easy to use and implement that you can be up and running in minutes.

Reply today and we'll send you a 30-day trial of QuickAddress Pro and automatically enter you to win two tickets to see the Patriots vs. the Jets! And if you are among the first 50 to reply, you'll receive a \$25 NFL Pro Shop Gift Certificate!* Hurry. Offer ends 12/10/02!!

Make your best play of the season. Review the enclosed brochure and reply today! Call 1-888-322-6201, visit www.qas.com/tickets, or return the enclosed reply card by mail or fax! Hurry, quantities are limited!

Hope to see you at the game!

Jonathan Hulford-Funnell
Chief Operating Officer, QAS

P.S. Score big with your FREE 30-day trial of QuickAddress Pro and enter to win two tickets to see the Patriots vs. the Jets! Don't wait! Be one of the first 50 respondents and receive a \$25 NFL Pro Shop gift certificate. **Hurry. Offer ends 12/10/02.**

*Please see brochure for sweepstakes entry rules and regulations.

Letter – National Version

(Johnson Box)

You're eligible to receive absolutely FREE

- **Two Tickets to the Super Bowl***
- **A \$25 NFL Pro Shop Gift Certificate***
- **A 30-day Trial of QuickAddress Pro**

Hurry! Offer ends 12/10/02. Reply today!

(Address Block)

John Sample
123 Main St.
Anytown, MM 99999

Dear John:

You've always been a star, but now you need a brilliant play to become your company's most valuable player. Here's your winning strategy! It's called QuickAddress Pro. It's the world's leading address verification solution and it can put you in the big game with big profits.

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QuickAddress Pro lets you verify a customer's address as it's entered by validating it against every address in the United States Postal Service's database. It corrects bad addresses before they enter your database. It's so easy to use and implement that you can be up and running in minutes.

Reply today and we'll send you a 30-day trial of QuickAddress Pro and automatically enter you to win two tickets to the Super Bowl! And if you are among the first 50 to reply, you'll receive a \$25 NFL Pro Shop Gift Certificate!* Hurry. Offer ends 12/10/02!!

Make your best play of the season. Review the enclosed brochure and reply today! Call 1-888-322-6201, visit www.qas.com/superbowl, or return the enclosed reply card by mail or fax! Hurry, quantities are limited!

Hope to see you at the game!

Jonathan Hulford-Funnell
Chief Operating Officer, QAS

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PLAY TO WIN!

Look who's already playing ball with QuickAddress Pro!



QuickAddress Pro is the chosen address verification software of more than 8500 companies worldwide. Join the team.

QuickAddress
DEVELOPED BY QAS

These companies have added QuickAddress Pro to their game plan!

"[Our] reduced return rate equates to \$32,000 of savings in a month, and we continue to track the ROI."

—Remote Response

"Within eight to nine keystrokes we are able to capture, verify and standardize accurate address data as soon as it's entered."

—Compaq

"Because we ship 300 to 400 orders to our customers every day via TNT and UPS, address data compatibility is very important."

—Northern Tool & Equipment Co.

**Here's just a few
of our 8500 satisfied
customers:**

**Cooking.com
Minolta
Peets Coffee & Tea
Sony Stores
Virgin Mobile
NEC
Marks & Spencer
Deardens**

TWO GREAT SEATS!

New England Patriots
Vs.
New York Jets



**ENTER TO WIN...
TWO GAME TICKETS**

NFL Pro Shop Gift Certificates, and more!*

See over for three easy ways to reply!

QuickAddress
DEVELOPED BY QAS



Reply today for your FREE
30-day trial of QuickAddress Pro
PLUS...be entered to receive:

≡ TWO SEATS AT THE BIG GAME!

Your reply automatically enters you to win two tickets to watch the defending Super Bowl champs face-off against the New York Jets at Gillette Stadium, December 22nd!

≡ FREE \$25 NFL GIFT CERTIFICATE!

Be one of the first 50 respondents and you'll receive a \$25 NFL Pro Shop Gift Certificate! Keep it for yourself...or give it as a gift!

HURRY! Reply today. Offer ends 12/10/02.

Call: 1-888-322-6201

Go online: www.qas.com/tickets

Fax attached reply card to:
1-888-882-7082

Or return by mail!

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