



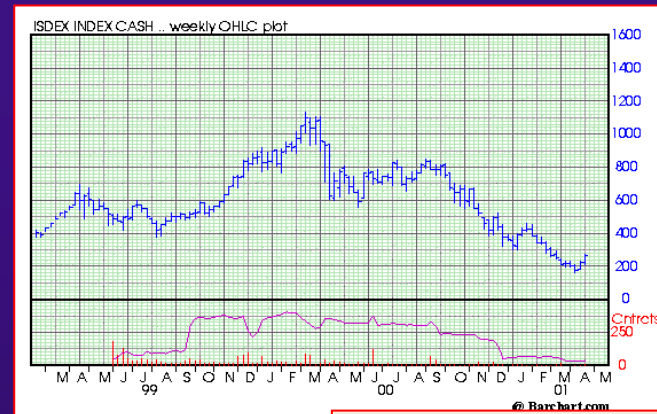
Your Special Delivery™

Opening Up a New Communication
Window from the Internet

Infotec
April 24, 2001

What's With the Internet?

Internet.com's Internet Stock Index (ISDEX) has lost more than 80% of its' value since March 2000.



The Industry Standard reports that there have been almost 90,000 layoffs and 160 high profile Internet failures since January of 2000.



Internet "is not" an Economy

Sales Channel

Amazon

Information Portal

Yahoo!


Communication Substrate

Napster

Every Internet Application Uses One or More

Internet Communication

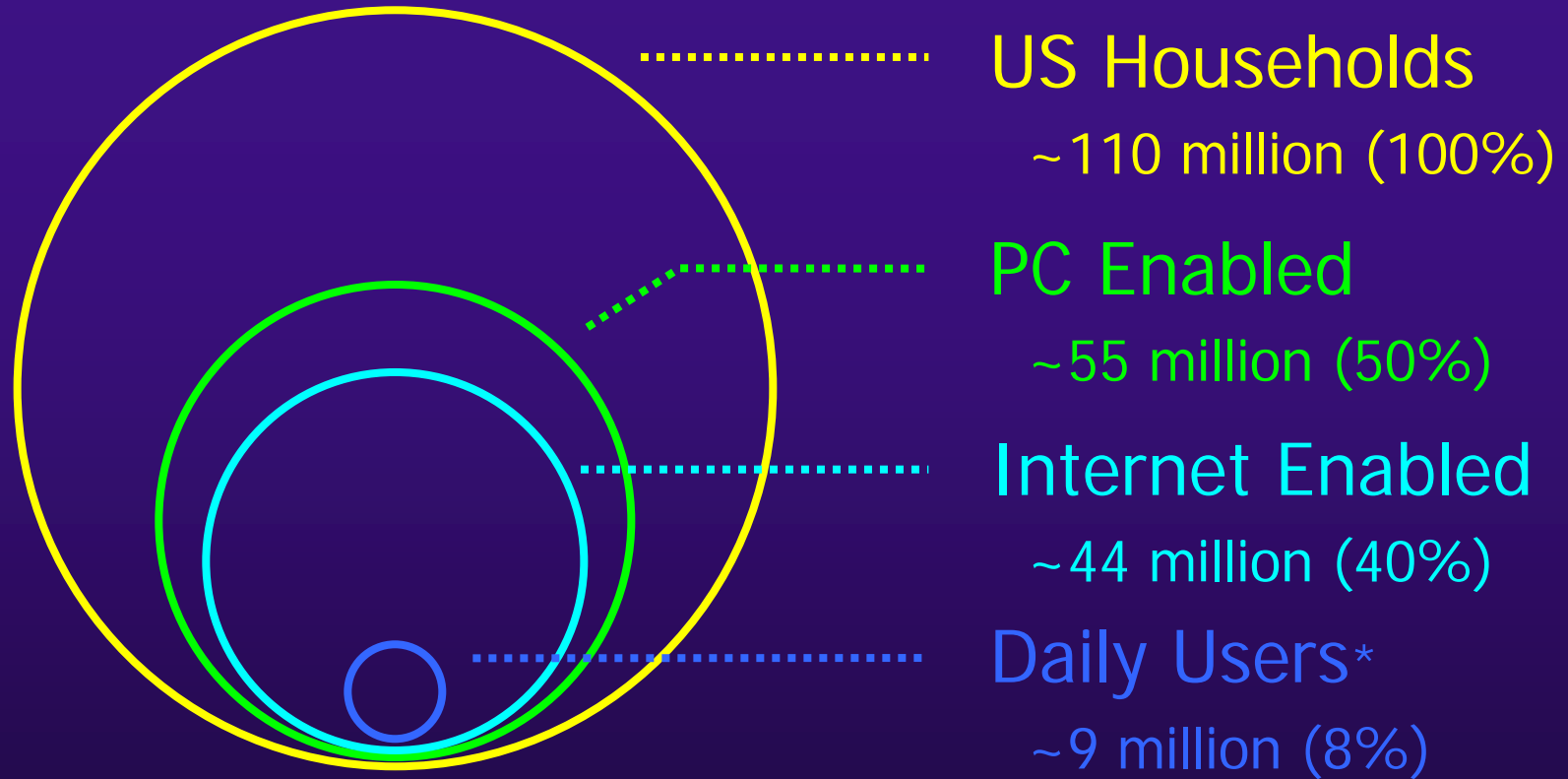
Three Basic Categories

- Application to Application
- Individual to Individual
 - Email
 - Chat
 - News groups
 - Internet Telephony
- Business to Individual
 - Directories
 - Web sites
 - Banners
 - Email
 - Opt-in
 - Spam
 - Viral 

96% of Internet
Population Use email

Internet Communication

Internet User Profile



Limited Reach & Demographic Information

* More than 10 hours week online

Apr-01

Zairmail Confidential

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Internet Communication

Limitations

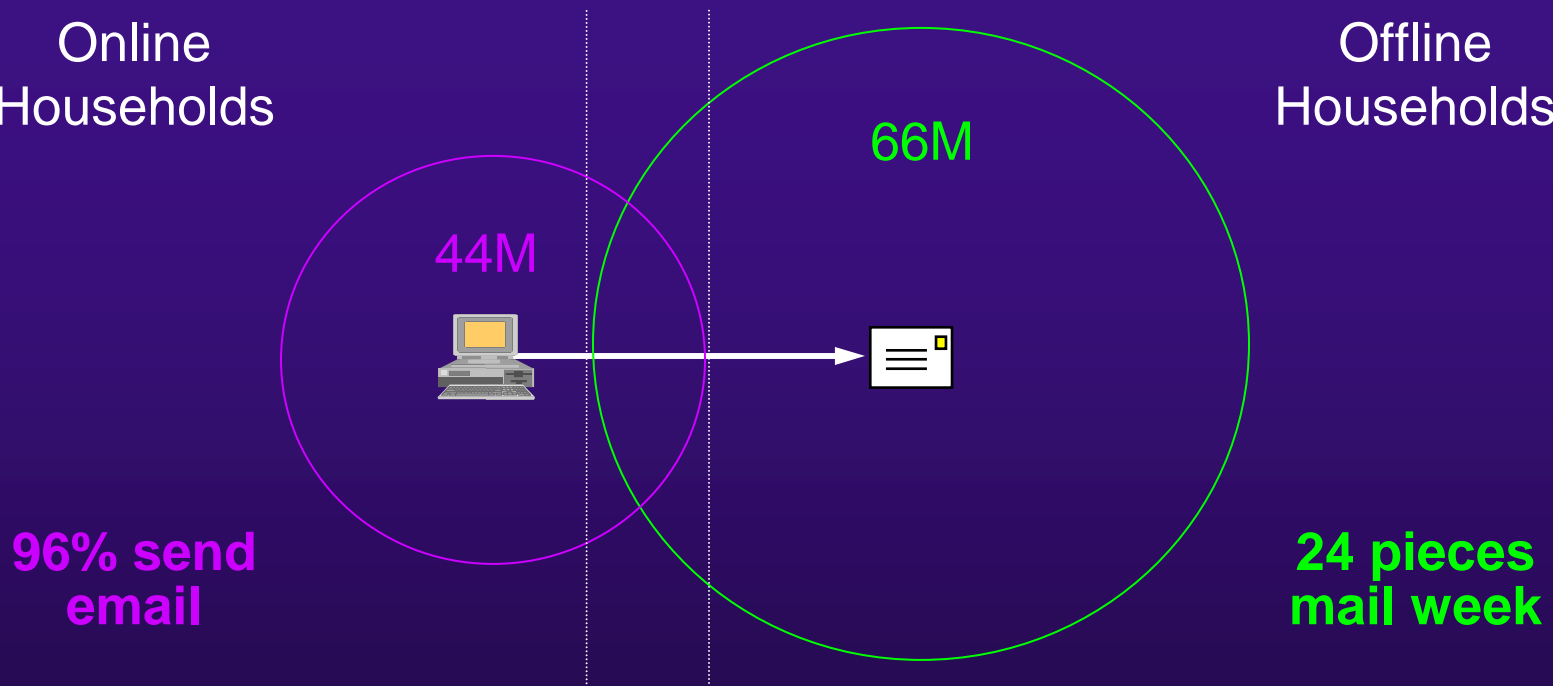
- Limited Reach & Demographic Information
- Socially Unacceptable for Some Messages
- Passive Communication Vehicle
- Lacks Impact of Postal Mail

Internet Communication

Overcoming the Limitations

Online
Households

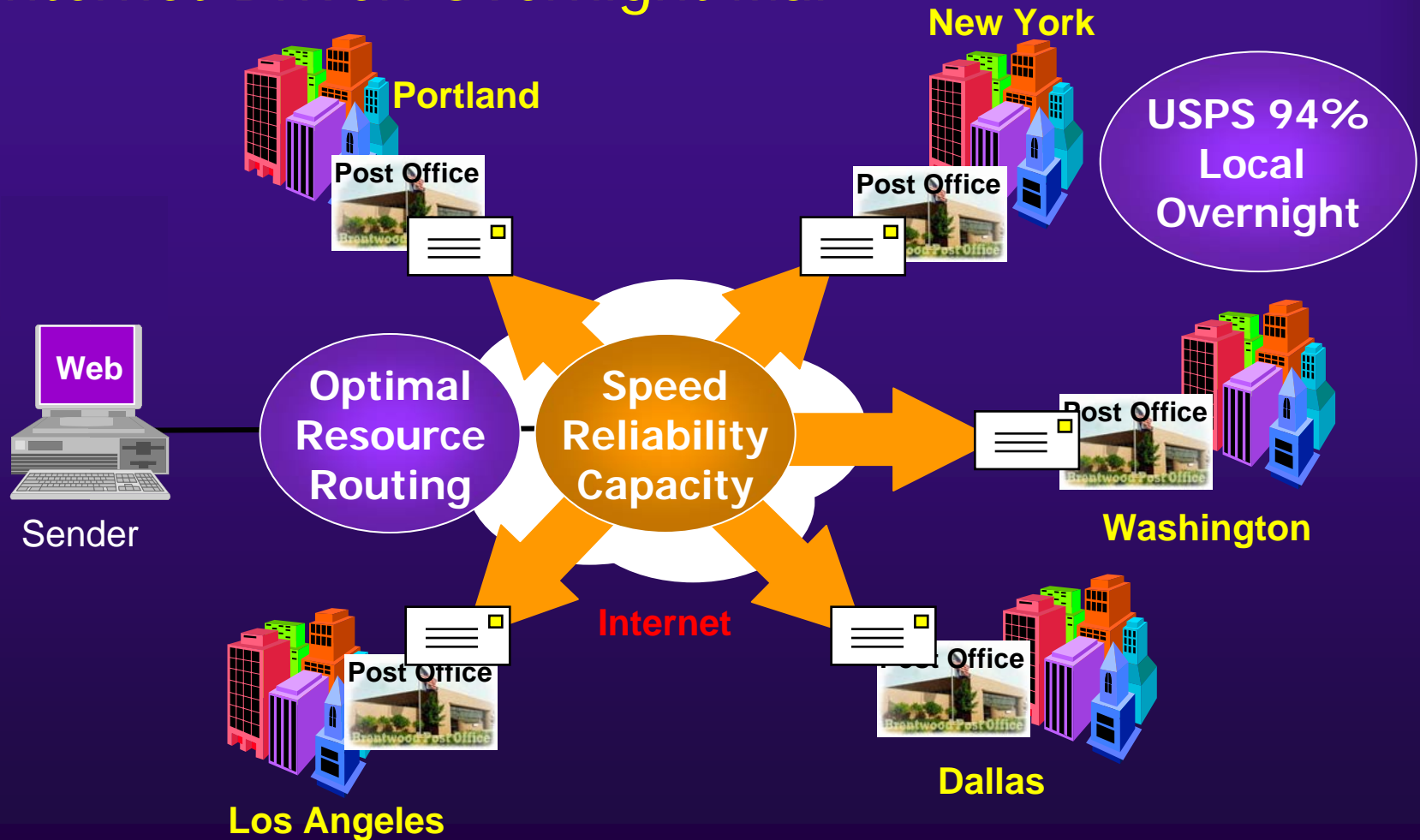
Offline
Households



Make Postal Mail as Fast & Easy as email

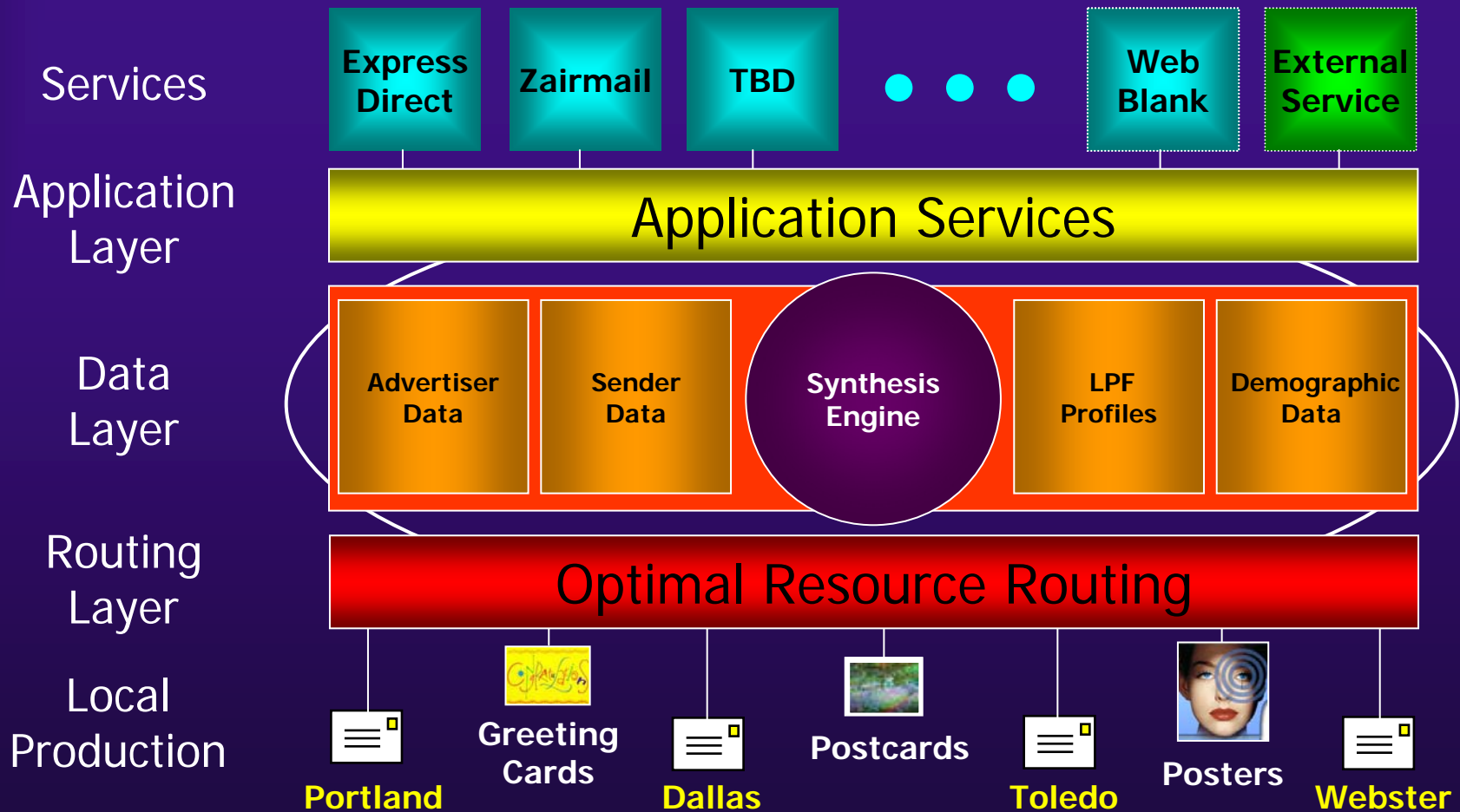
The Zairmail Solution

Internet-Driven Overnight Mail



The Zairmail Solution

Zairmail Application Infrastructure (ZAPI)



Zairmail Express Direct

Faster, Easier, Often Less Expensive



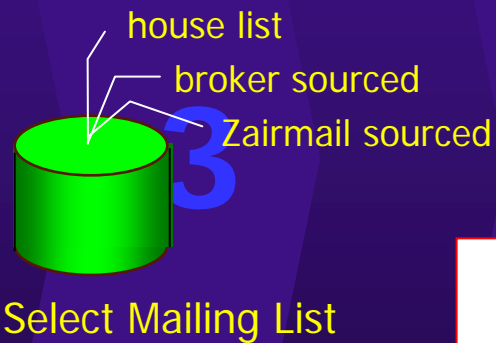
biz.zairmail.com

1



Specify Template & Upload Content

2



Select Mailing List

4



Launch Campaign

The Zairmail Solution

Faster Delivery

- **Optimal Resource Routing (ORR)**
 - Route to Eleven US Production Facilities (still growing)
 - Consider equipment required and other variables
 - Consider queue size and pick-up time
- **List Cleansing & Verification**
 - Normalize & de-duplicate
 - CASS, PAVE
- **Optimal Letter Traffic**
 - POSTNET bar code
 - Standard size and format
 - PLANET bar code (optional)

The Zairmail Solution

Easier

- Single Point of Contact
- Interface Preference
 - Web, email, Account Executive
 - Private-label Applications
 - Programmatic Interface
- Flexible Production
 - Standard Templates
 - Custom Designs
 - No Minimums
- List Management
- Billing Choices

The Zairmail Solution

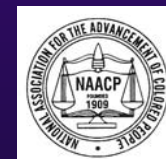
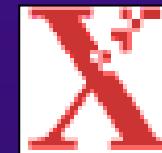
Often Less Expensive

- **Process Choices**
 - Digital: BW, HL, and 4C
 - Pre-printed Stock
 - Offset (as required)
- **Large-Scale Commercial Facilities**
 - Aggregate volumes for production economies
 - Co-mingle for postal discounts
 - Reduce raw material costs
- **Reduce Supply-Chain Participants**
- **Exclusivity Discounts**

Zairmail

Who We Are

- **Reputable Funding Partners**
 - Timberline Ventures
 - Draper Fisher Jurvetson
 - Hewlett-Packard
- **Solid Foundation**
 - Started 1999
 - 35 employees
 - 12 production facilities
- **Growing Rapidly**
 - 100% QtQ revenue growth
 - Break-even in 2001
 - 100+ mailers



Zairmail

Impact of Postal Mail from the Internet

- Internet-Driven Overnight Mail
- Faster, Easier, Often Cheaper
- Solid Business Foundation
- Trusted Partner



Your Special Delivery[™]