



Your Special Delivery!<sup>TM</sup>

Taking the Snail Out of Mail<sup>®</sup>

May 14, 2002

# Who We Are

## Proven Results

### Reputable Funding Partners



### Credible Channel Partners



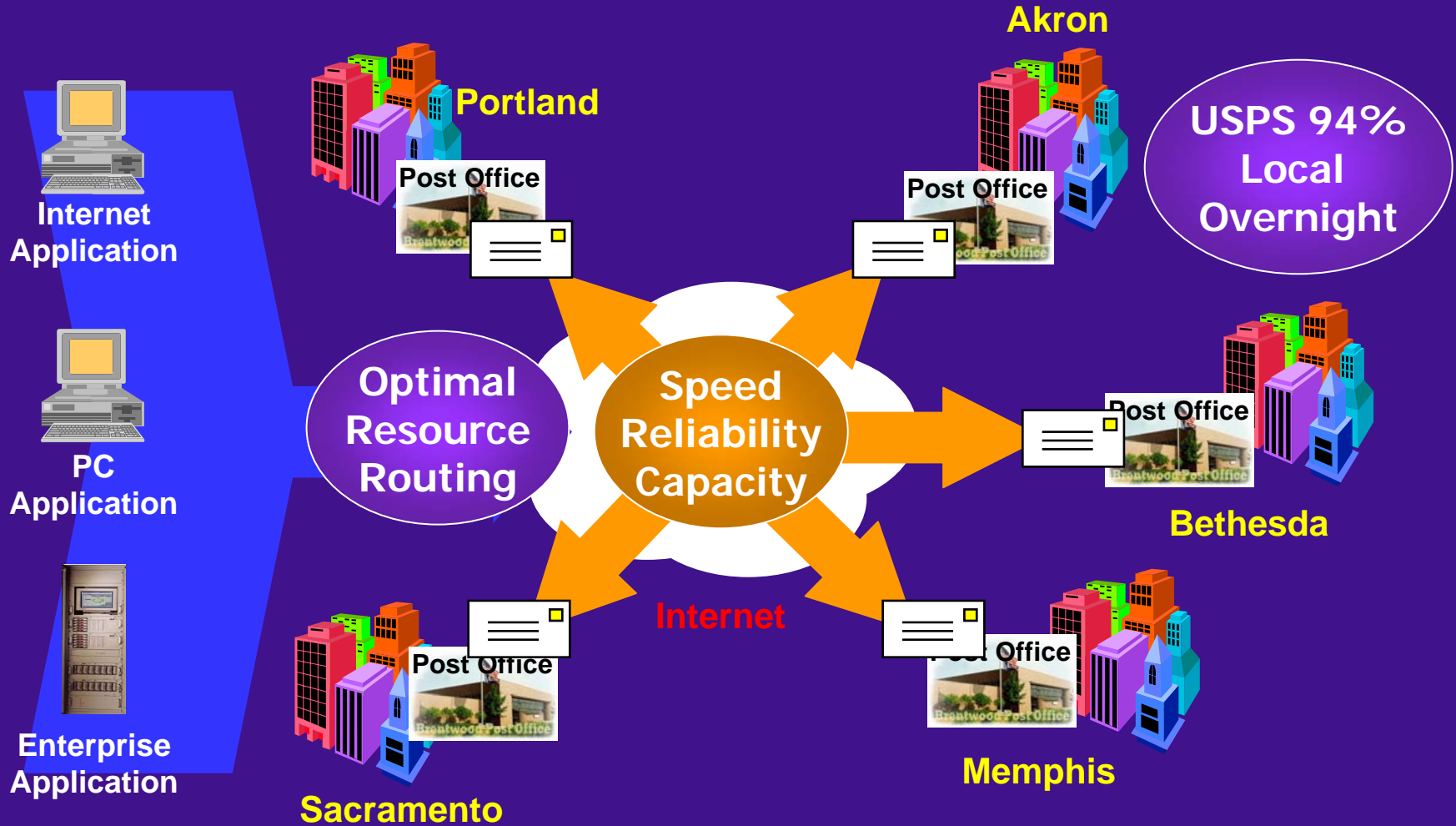
Started in 1999  
300% Growth in 2001  
200% Growth in 2002  
12,000+ Registered

### Marquee Quality Customers

### Solid Production Partners

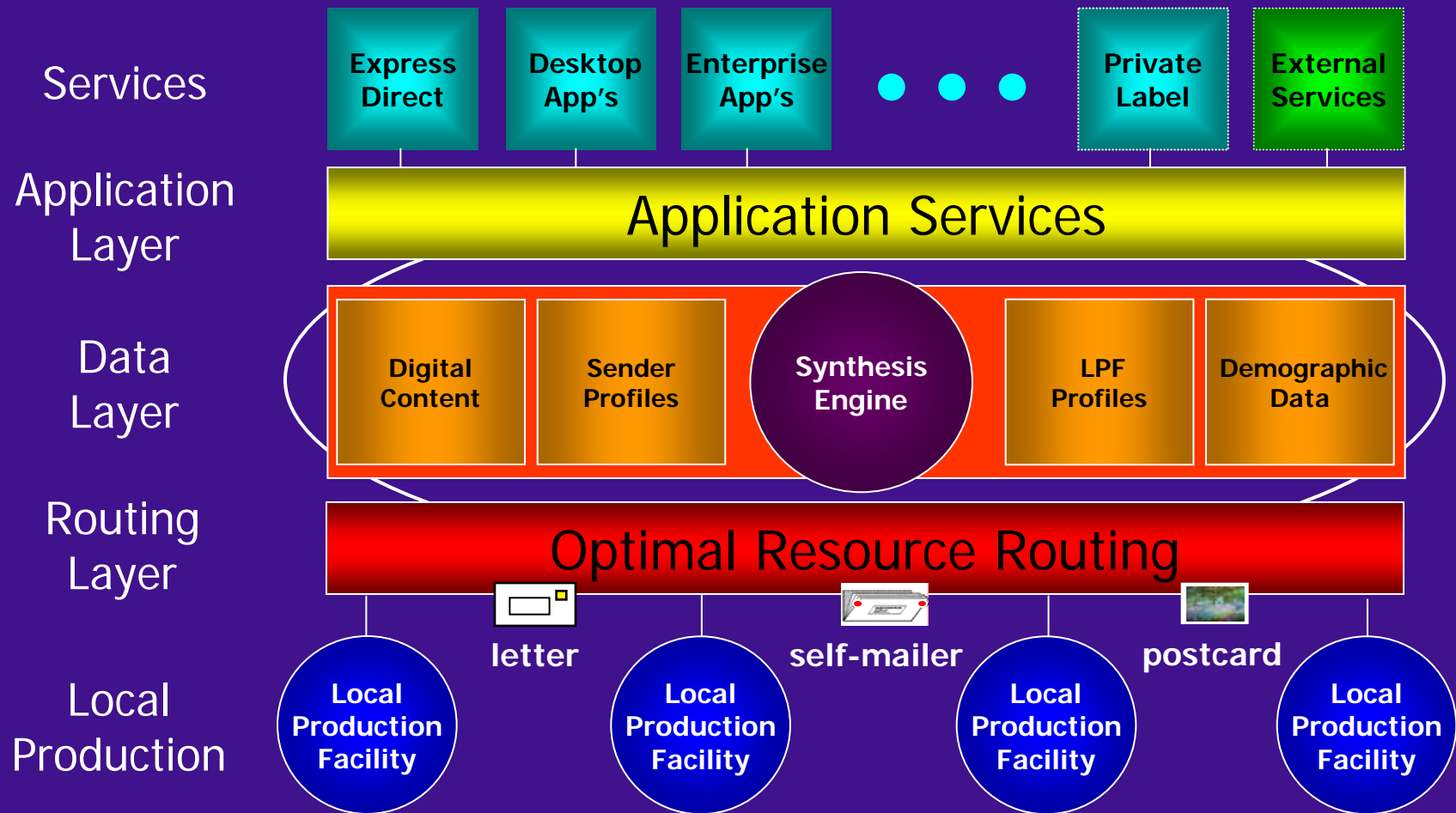
# What We Do

## Taking The Snail Out of Mail<sup>®</sup>



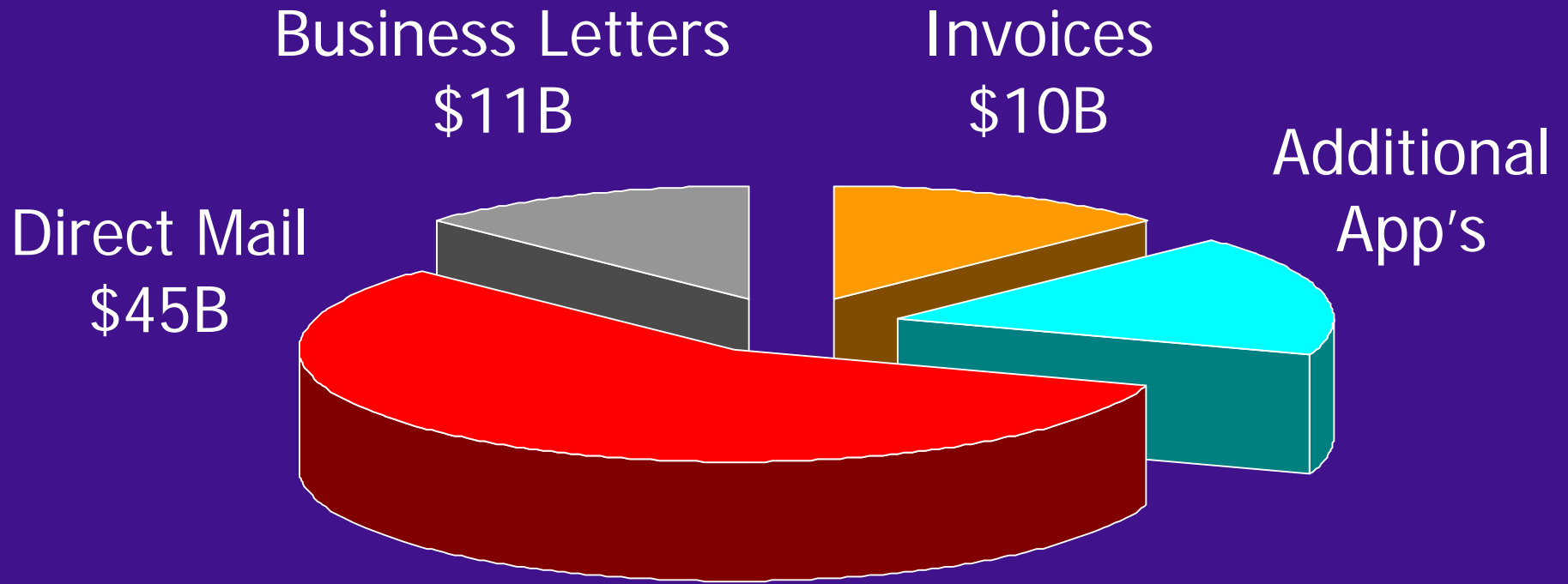
# The Foundation

## Zairmail Application Infrastructure



# The Prize

~~Billion Dollar Market Potential~~



Postal Automation

# Initial Focus

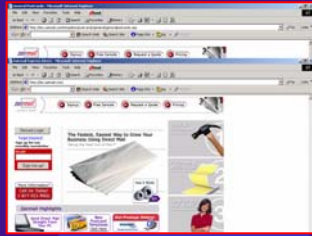
## Why Direct Mail?

- Returns \$13 for every \$1 invested
- You can reach everyone with postal mail
- Preferred by consumers
- Lists well developed

## Results, Reach, & Targeting

# What We Do

## Zairmail Express Direct



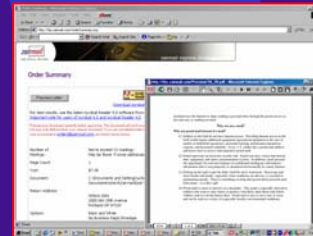
www.zairmail.com

1



Select Mailing List

2



Upload Document  
& Preview



Launch Campaign

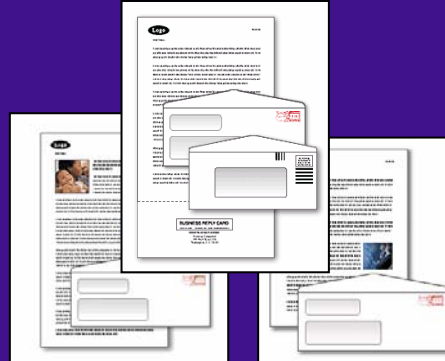
Faster, Easier, and 50% Less Expensive

# What We Offer

## Short-Run & Custom Jobs



Postcards



Letters



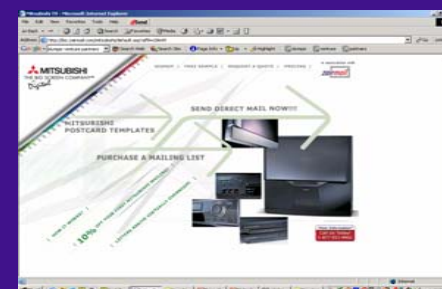
Self-Mailers



Tools & Templates



Mailing Lists



Private Label



# What We've Done

## Customer Profiles



Small  
Business



Distributed  
Enterprise

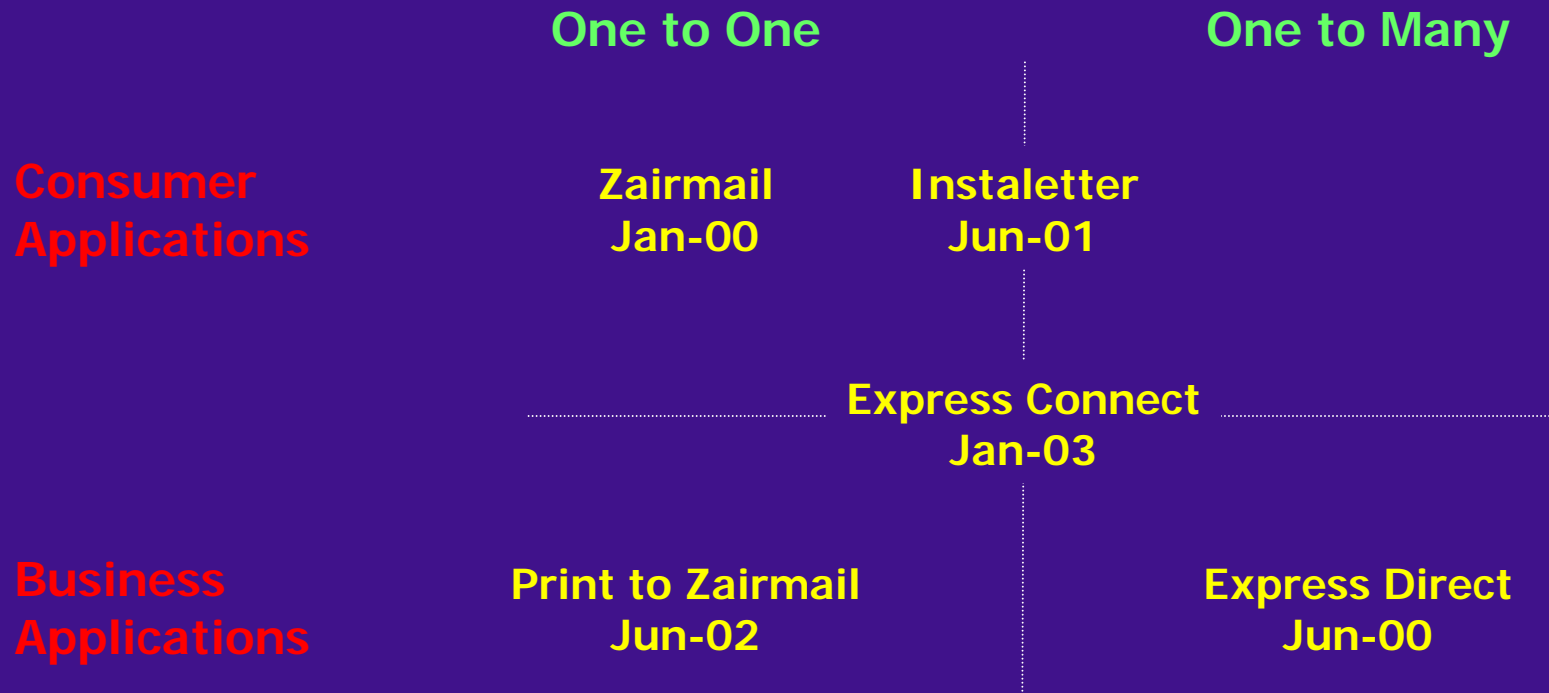


Non-Profits &  
Associations

12,000+ Registered Users...

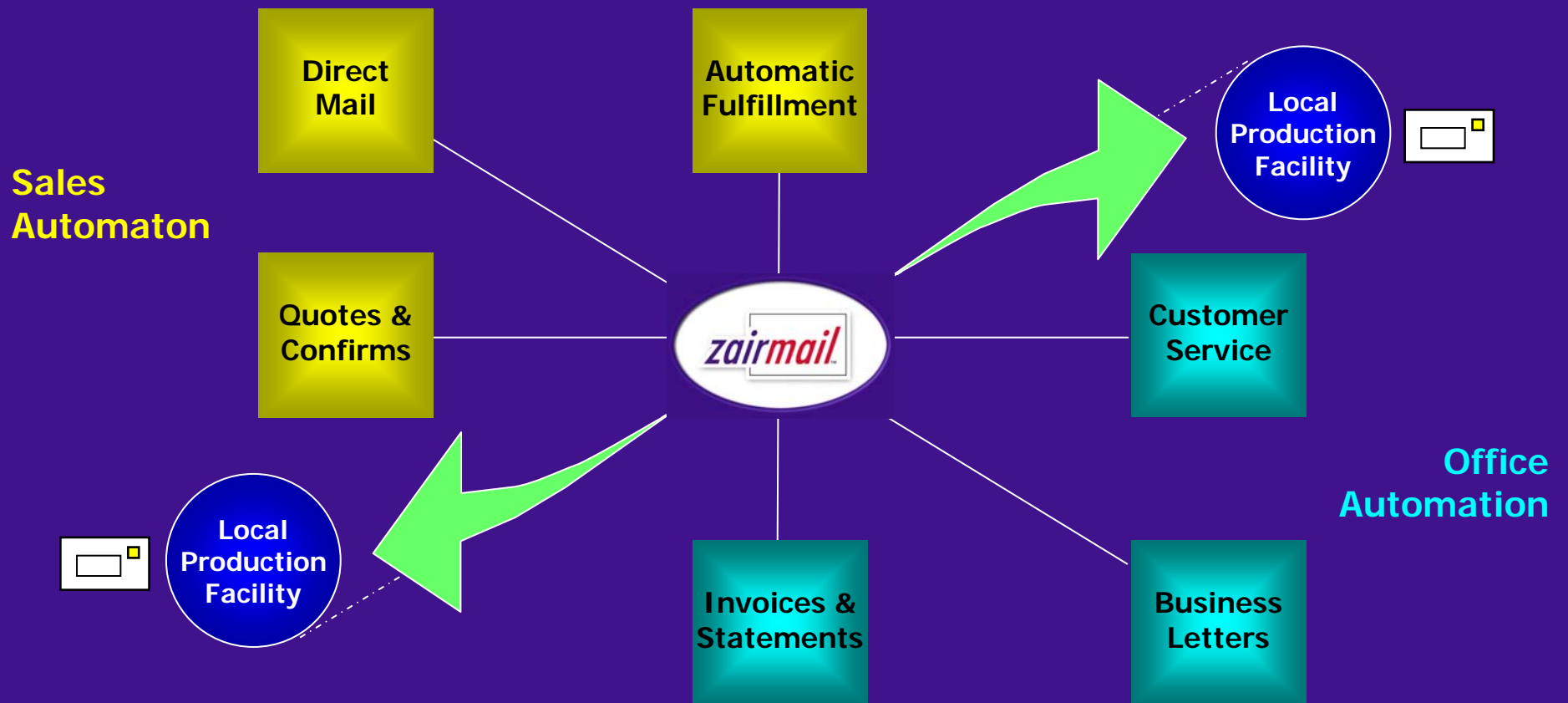
# Where We've Been

## Consumer to Business



# What the Future Holds

## Enterprise Postal Automation



# What We've Learned

- Printing & Mailing is Hard
- The Internet is NOT an Economy
- Innovation is Key for Survival
  - Find the Wave
  - Integrate & Automate
- The Golden Rule is Still Golden
  - Conserve Capital
  - Manage Margins
  - Delight Customers
- Partnerships are Essential



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