



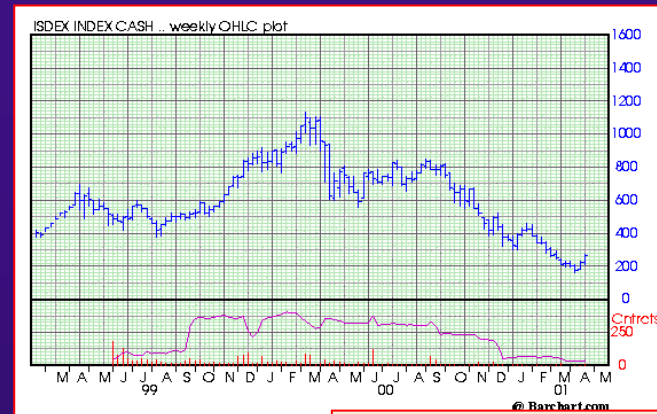
Your Special Delivery™

Mail Solutions & Marketing Innovations
For the 21st Century

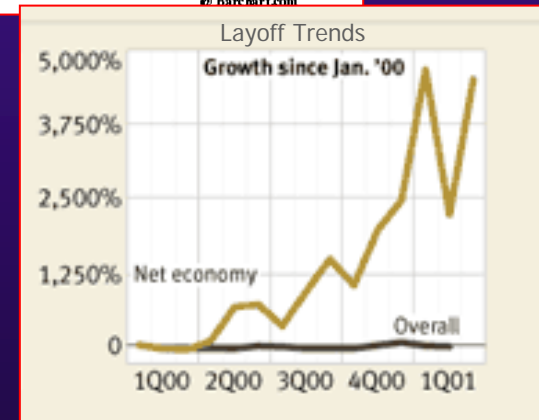
MailCom
September 19, 2001

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 Repository

Yahoo!


Communication Substrate

email

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 (Infospace, Superpages, ...)
 - Web sites (your_business.com, co-brand, affiliate links)
 - Banners (per impression, per click-through, revenue share)
 - Email
 - Opt-in (not failure to opt-out)
 - Spam
 - Viral 

96% of Internet
Population Use email

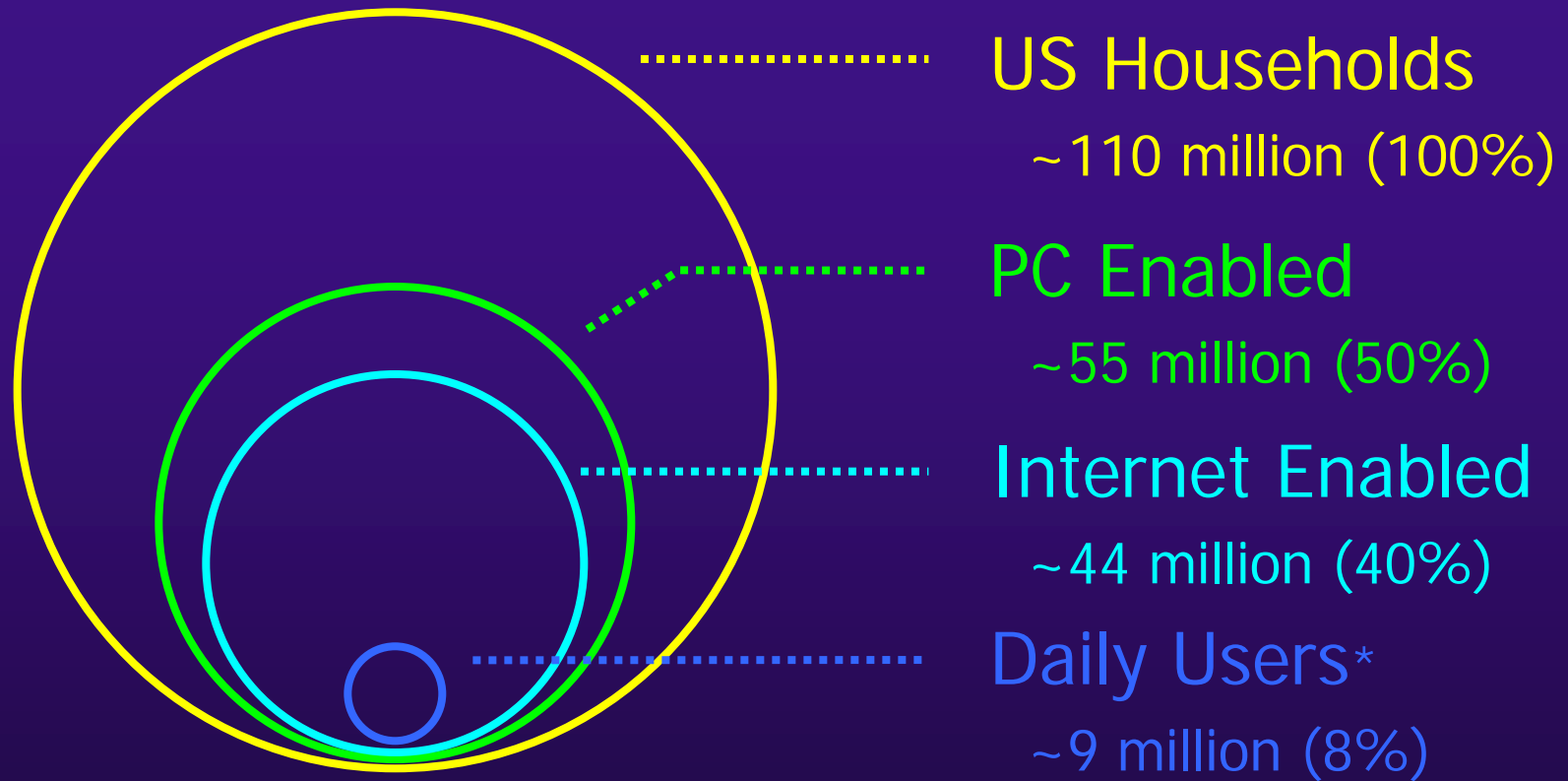
Internet Communication

Positives and Negatives

- Positives
 - Ideal for Online Offerings
 - Inexpensive Impressions
 - Fast Results
- Negatives
 - Lacks Impact of Postal Mail
 - Passive Communications Vehicle
 - Socially Unacceptable for Some Messages
 - Limited Reach & Demographic Information

Internet Communication

Internet User Profile



Limited Reach & Demographic Information

* More than 10 hours week online

Sep-01



Page 6

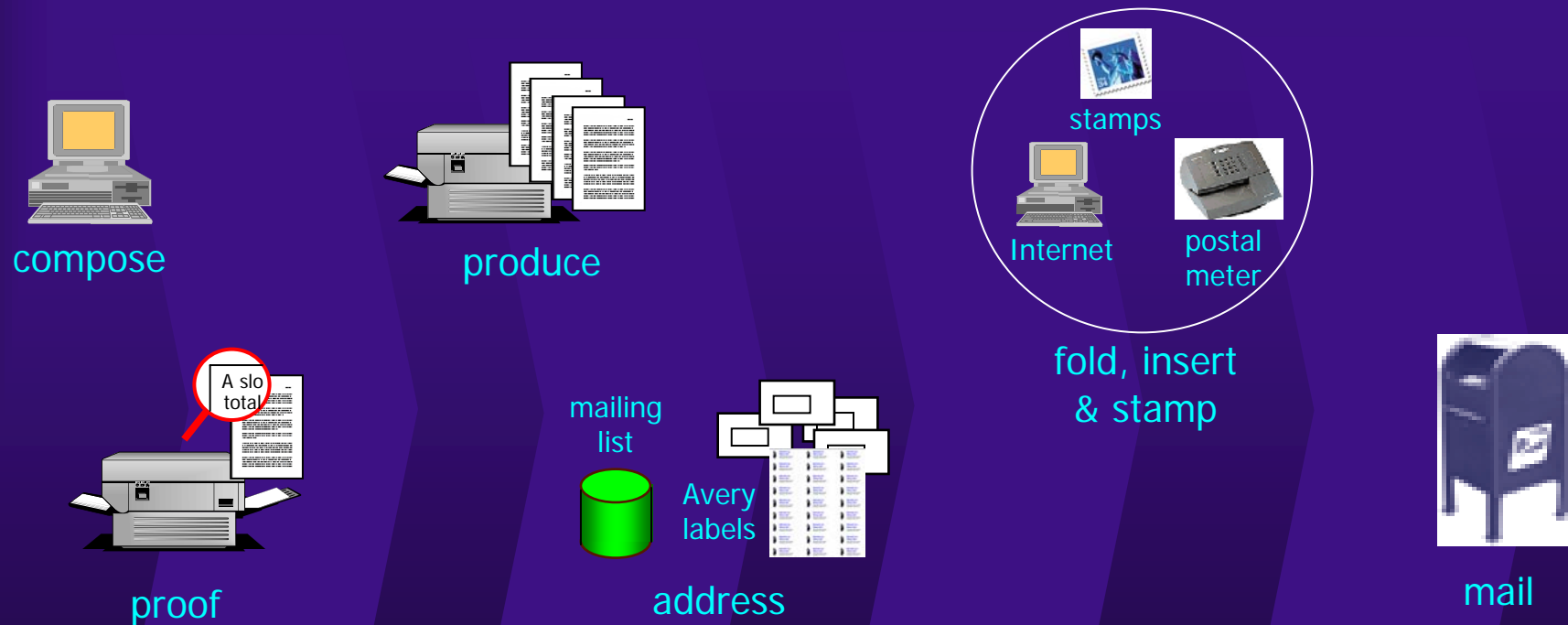
Traditional Direct Mail

Positives and Negatives

- Positives
 - Returns (on average) \$10 for every \$1 invested
 - Reaches every household in America
 - Preferred by consumers
 - Targeted
- Negatives
 - Takes (on average) three weeks to get out the door
 - Campaigns are hassle to launch
 - Can be cost prohibitive

Traditional Direct Mail

Process Choices: Home/Office Production

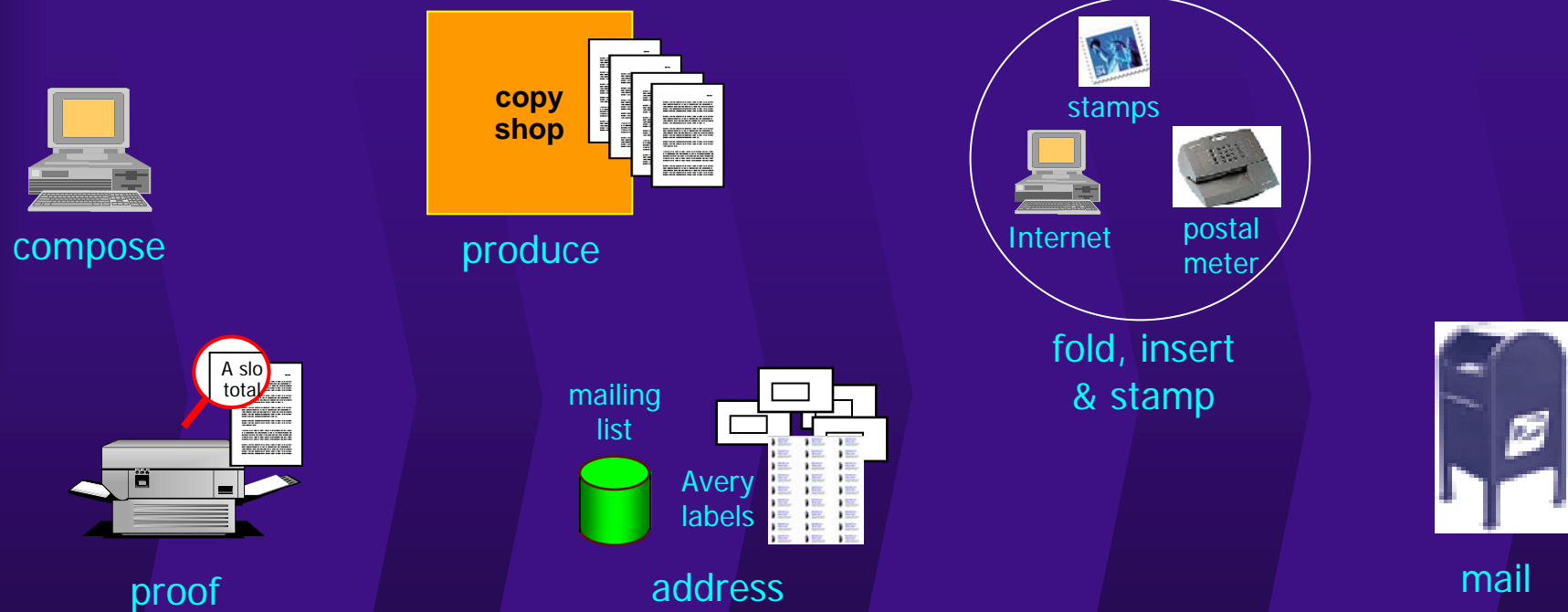


Pro's : Inexpensive and relatively quick

Con's: All-consuming and relatively low quality output

Traditional Direct Mail

Process Choices: Copy Shop Production

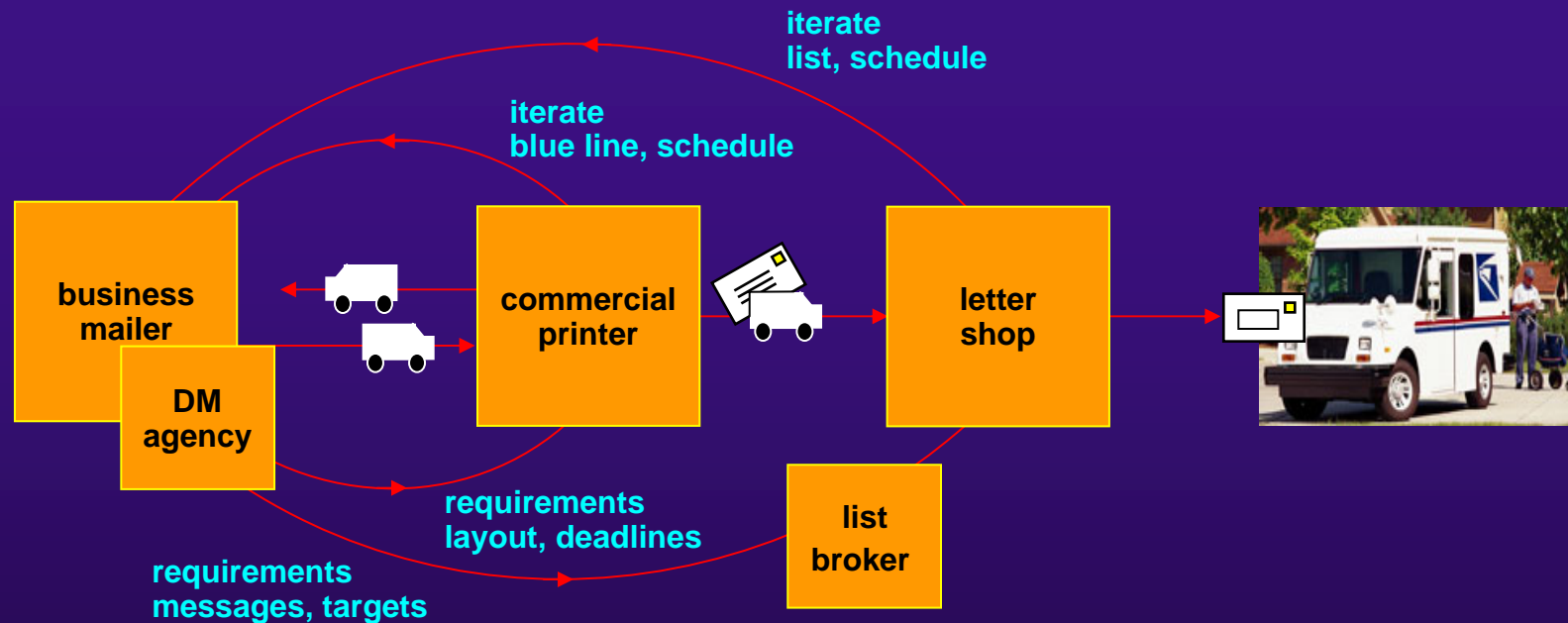


Pro's : Higher quality; more free time

Con's: More expensive; takes longer; no personalization

Traditional Direct Mail

Process Choices: Commercial Print Production



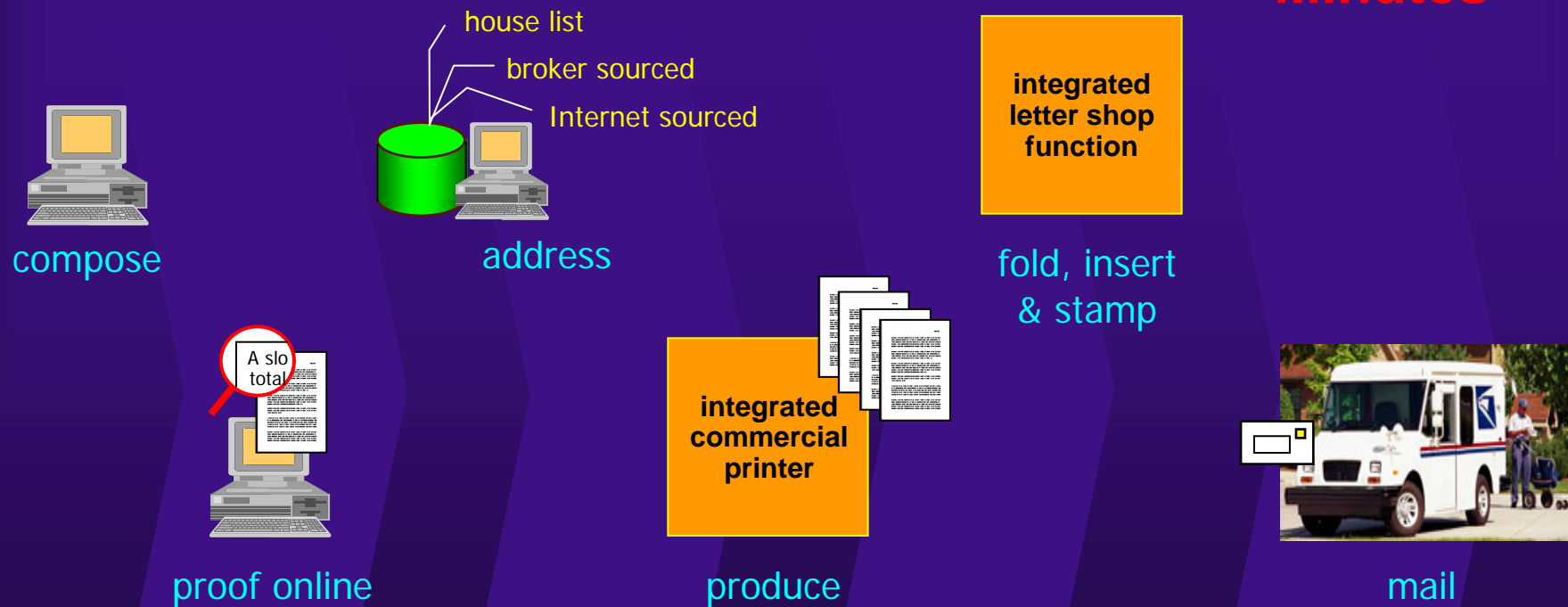
Pro's : Best quality; complete design freedom

**Con's: Most expensive for short runs; 3 weeks required;
lots of details to manage**

Mail-on-Demand

Internet-Driven Direct Mail

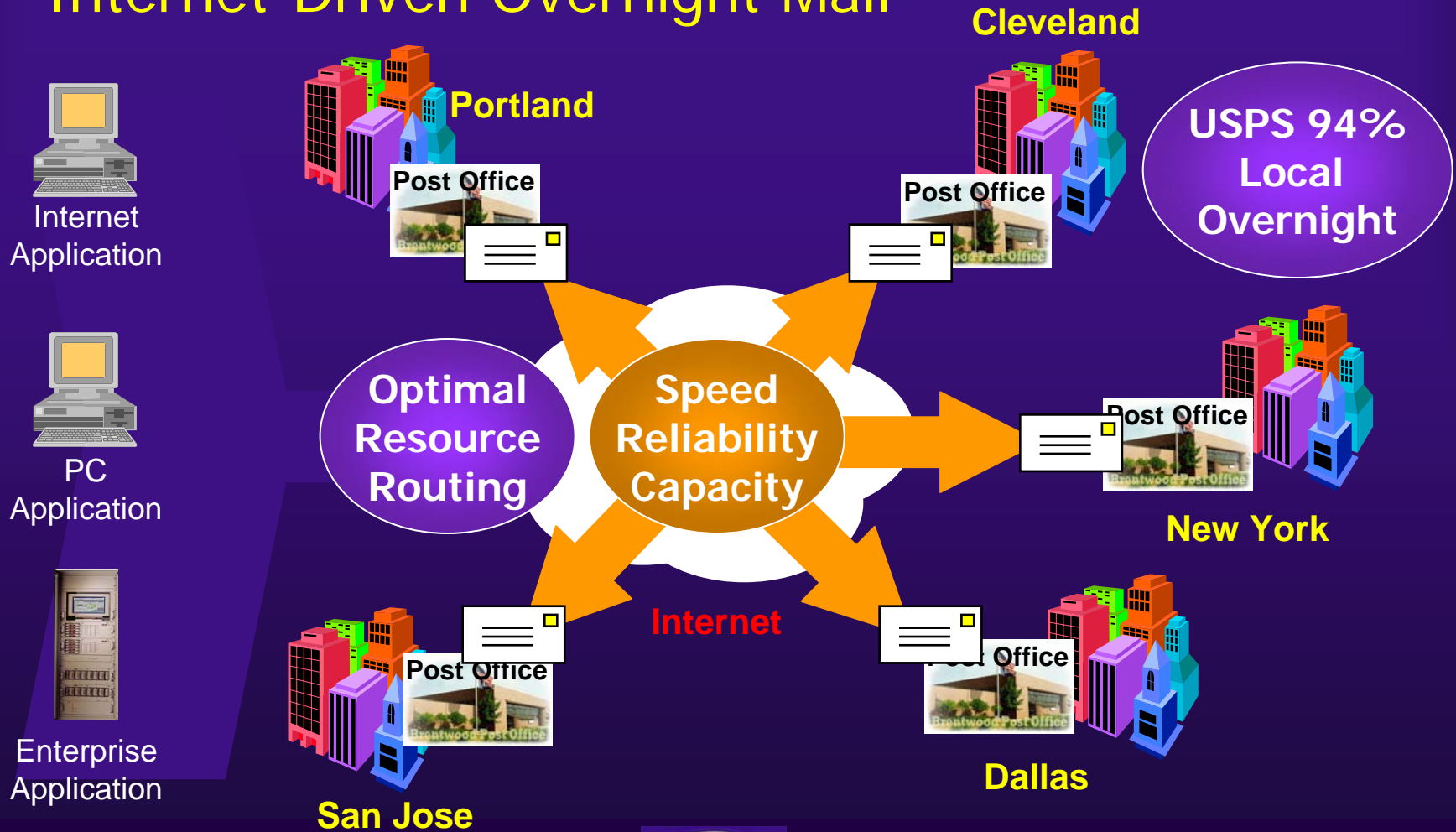
**Time Required:
Minutes**



Pro's : High quality; fast; easy; inexpensive
Con's: Restricted formats

The Zairmail Solution

Internet-Driven Overnight Mail



Sep-01



Page 12

The Zairmail Solution

Zairmail Express Direct

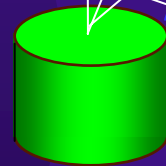


biz.zairmail.com

1



2 Specify Template & Upload Content



3 Select Mailing List

house list
broker sourced
Zairmail sourced



4 Launch Campaign

Faster, Easier, and Often Less Expensive

The Zairmail Solution

Zairmail Express Direct

- **Get Results Fast**
 - Route nationally
 - Produce mail locally
 - Optimal letter traffic
- **Minimize Frustration**
 - Single point of contact
 - Your choice of interaction
 - Eliminate manual labor
- **Maximize Value**
 - Production choices
 - High quality output
 - High volume production facilities



biz.zairmail.com

Commercial Quality
Fast, Easy, and
Inexpensive

Zairmail

Mailing Solutions & Marketing Innovations

- Internet-Driven Overnight Mail
- Overcomes Internet Marketing Limitations
- Produces Traditional Direct Mail Results
- Faster, Easier, Less Expensive



Your Special Delivery™