



Your Special Delivery™

Mail-on-Demand:
The Safer Direct Mail Option

May 21, 2002

So What's All the Fuss?

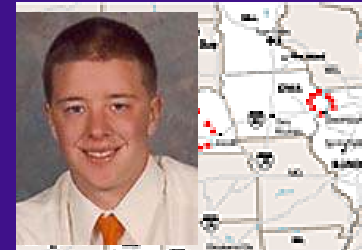
Mail Monster is Lurking



Ted Kaczynski (Unabomber)
5/78 – 4/96: 16 bombs
3 dead; 29 injured



Bio-Terrorism (Anthrax)
9/01-11/01: 4 letters
5 dead; 13 infected



Luke Helder
4/02-5/02: 18 bombs
6 injured



Rush Hour 2
1 bomb; 1 book
2 dead; 2 surprised

Consumer Mail Safety

Education & Observation

- Recognize Sender
- Content Expected
 - Requested
 - Recurring
 - Plausible
- Visual Inspection
 - Excessive Postage
 - Misspelled Words
 - Strange Odor
 - Oily Stains



Business Mail Safety

Education, Observation, Detection, & Protection

- Risk Assessment
- Education & Observation
- Detection
 - metal detectors
 - X-ray equipment
 - explosive & chemical trace detectors
 - ...
- Protection
 - bomb blankets
 - biohazard & isolation devices
 - irradiation & sterilization equipment
 - ...



Environment of Uncertainty

Direct Marketing Implications

- **Most Powerful Advertising Medium**
 - Returns \$10 for every \$1 invested
 - You can reach everyone with postal mail
 - Preferred by consumers
 - Lists well developed
- **Recipients Are More Selective**
- **Potential to Increase Costs**
- **Postcards & Self-Mailers**



Environment of Uncertainty

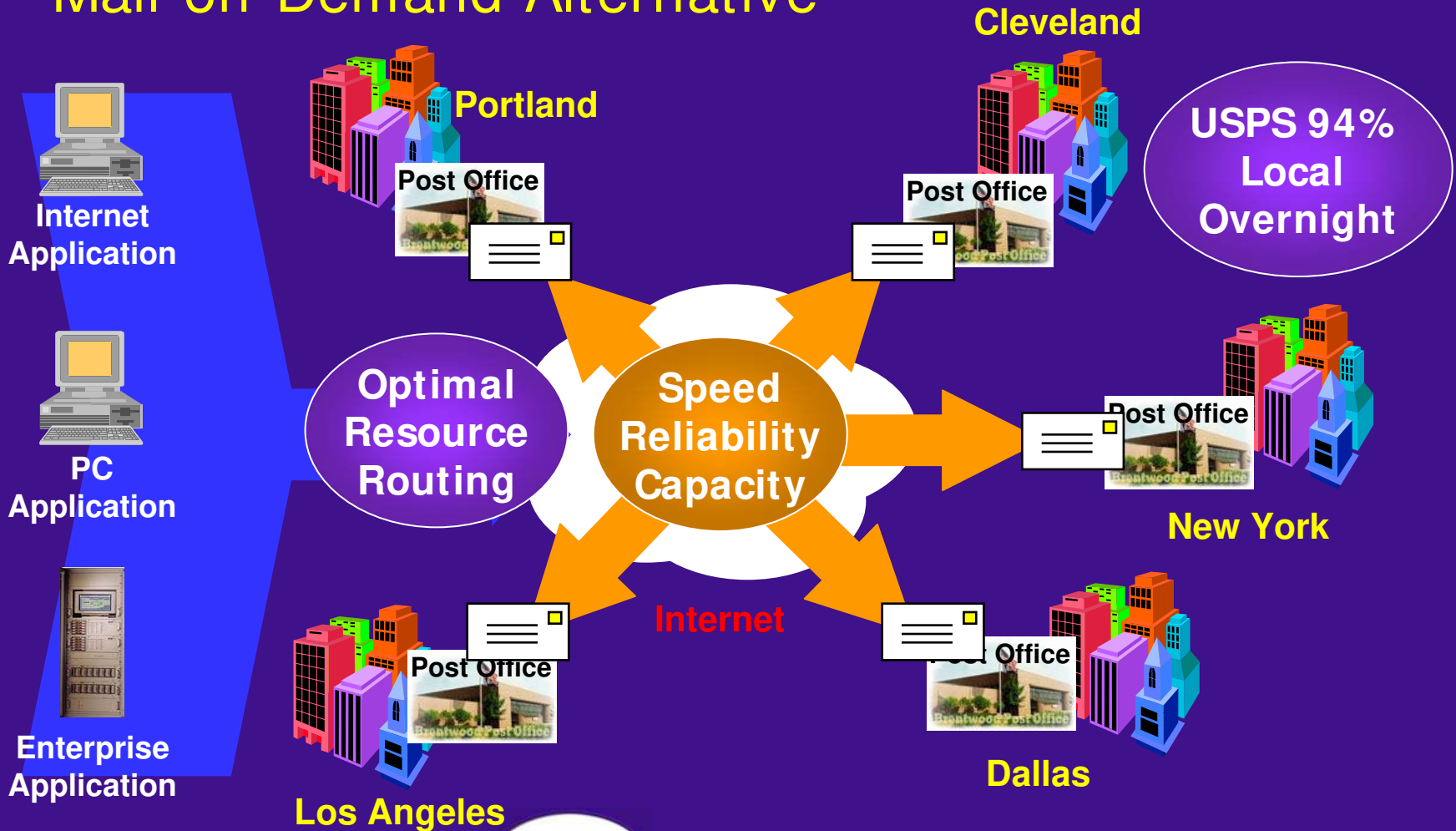
Electronic Communication Alternative

- **Benefits**
 - Fast
 - Inexpensive
 - Electronic viruses not lethal
- **Limitations**
 - Limited reach
 - Limited demographics
 - Public perception of “Spam”
 - Still have physical mail
- **Require Best of Both Worlds**



Environment of Uncertainty

Mail-on-Demand Alternative



05/21/02



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Environment of Uncertainty

Mail-on-Demand Alternative

- **Inherently Safe – Hybrid Mail**
 - Sender never touches a letter
 - Secure production facilities
 - Background checks
- **Less Expensive**
 - Digitally produced short runs
 - Offset (color shells) for long runs
- **Faster**
- **Easier**

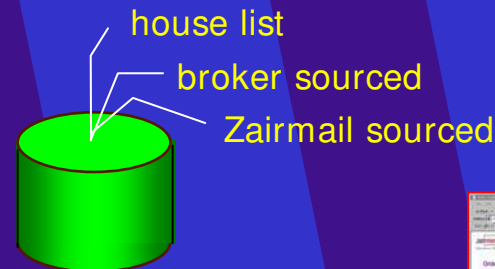
Zairmail Express Direct

Mail-on-Demand Alternative

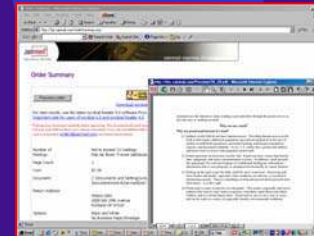


www.zairmail.com

1



2
Select Mailing List



3
Upload Document
& Preview



4
Launch Campaign

Faster, Easier, and Less Expensive

Zairmail Express Direct

Safety Characteristics

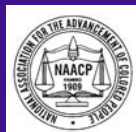
- **Inherently Safe – Hybrid Mail**
 - Sender never touches a letter
 - Secure production facilities
 - Background checks
- **Postcards & Self-Mailers**
- **Free Letter Options**
 - Zairmail Logo
 - Zairmail 800 Number
 - Zairmail Web Site Information



Zairmail Profile

Proven Results

Reputable Funding Partners



Strong Channel Partners



Started in 1999
300% Growth in 2001
Record Q1 2002

Marquee Quality Customers

Solid Production Partners

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Mail-on-Demand:

The Safer Direct Mail Option

- Standard Mail Represents Safety Risk
- Uncertainty Hurts Direct Marketing
- Risks Can Be Reduced
 - Education & Observation
 - Detection & Protection for Business
 - Electronic Communication
 - Mail-on-Demand
- Mail-on-Demand: Zairmail Express Direct





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