



**PRESS
RELEASE**

Returned Mail Solutions Unveils UAAHome 1.0 and Increases Capacity as Demand for Undeliverable-As- Addressed Solutions Increases

NAPERVILLE, Illinois, October 30, 2007 – Returned Mail Solutions, Inc. (RMS), a leading UAA Solutions company, today announced the availability of UAAHome 1.0, a market-leading web-based reporting and analysis portal that features real-time work-in-process and enhancements for returned mail data integration.

With UAAHome 1.0, customers will have 24x7 real-time access to their undeliverable-as-addressed physical mail and USPS Address Change files as they flow through Returned Mail Solution's various capture, search and processing solutions. In addition, the company has added new data processing enhancements and processing facilities that will support capture of millions of physical envelopes daily.

"As we continue to expand our market presence, we needed the ability to process millions of physical envelopes each day, in addition to a fully automated search and reporting system. The current industry average backlog for returned mail processing is 15-20 days, and we've seen it as high as a year in some extreme cases. The industry also lacks measurements for returned mail as well real time reporting. With the new functionality, we now have the ability to reduce the industry average to as little as one day and in some instances hours," said President Robert Hedstrom. "Having the ability to capture literally any type or volume of physical mail as well as data, and being able to provide industry-leading address update report extracts in hours is remarkable, and will coincide with our continued domestic and international solutions and growth initiatives."

"We will be releasing many new solutions to market during the next twelve months, and we needed to have the new platform in place for the anticipated volume. Two new Direct Mail solutions were introduced at the Direct Marketing Association Conference and Exhibition held this month in Chicago, and we received extremely positive feedback and interest. We continue to receive market validation regarding our solutions and the entire issue and affects of undeliverable-as-addressed mail. Our solutions are saving companies hundreds of millions of dollars in marketing, customer service, postage and increased cash flow," said Robert Hedstrom.

About Returned Mail Solutions

Returned Mail Solutions, Inc. is a premier provider of solutions that reduce and eliminate costs associated with the operational and business impact of Returned Mail. The company helps organizations with turnkey customer care and support; solutions that increase efficiency, mitigate risks, grow revenue and meet the challenges of a changing and mobile American public. More information is available at www.returned-mail.com/uaa.html.

CONTACT

Robert S. Hedstrom
President
Returned Mail Solutions, Inc.
847.651.0991
rhedstrom@returned-mail.com
Visit us at www.returned-mail.com

Maximizing profits, one address at a time