



**PRESS
RELEASE**

Returned Mail Solutions Releases optiMAIL Postal Logistics Solution for Direct Mail

NAPERVILLE, Illinois, December 19, 2007 – Returned Mail Solutions, Inc. (RMS), a leading UAA Solutions company, today announced the release of optiMAIL. optiMAIL enhances current front-end data configurations as well as back-end print, mail, lettershop and logistics for Direct Mail. This solution is targeted towards a hard-line reduction in annual Direct Mail postal budgets of 5-10%.

“We are excited about working directly with Resource Optimization Group in the marketing of this new industry solution. Resource Optimization Group has developed a robust new platform for significantly reducing costs associated with our customer’s Direct Mail postage. As this solution was officially released to market at the October 2007 Direct Marketing Association Annual Conference in Chicago, we have seen many of the nation’s largest companies already commit to implementing the solution.” said President Robert Hedstrom. “This solution can have an enormous impact with companies that mail in excess of 50 million direct mail packages annually. With Direct Mail postal budgets from \$10 million to \$250 million annually, a 5-10% impact to the bottom line can free up financial resources for additional marketing efforts, including larger volumes of targeted Direct Mail. This strategy coincides positively with Direct Mail Returns’ solutions for reducing the 15% publicized undeliverable-as-addressed (UAA) direct mail issue.”

“The solution works with our customer’s existing infrastructure of commercial printers, lettershops and logistics companies for redefining and redirecting logistics for mail handling and associated postal costs,” said Ron Ewers, Partner, Resource Optimization Group. “We are now able to better manage our customer’s Direct Mail campaigns for achieving in-home dates, reducing labor associated with postal preparation and most importantly the significant reduction of our customer’s Direct Mail postal budget. There really is not an argument to our solution, as it utilizes the existing framework, improves quality, handling and represents hard-line savings. Working with Direct Mail Returns is a strategic move for our organization as we continue to provide solutions that affect mail and our customers’ overall communication strategies.”

About Direct Mail Returns

Direct Mail Returns is the Direct Mail focused business segment of Returned Mail Solutions, Inc., 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.directmailreturns.com and www.returned-mail.com/uaa.html.

About Resource Optimization Group

Resource Optimization Group provides proprietary Direct Mail Postal Optimization solutions, in addition to address hygiene, marketing and data services. The company helps organizations achieve maximum postal discounts, enhanced mail processing and effective marketing campaigns. More information is available at Resource Optimization Group, 817.633.2012.

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Maximizing profits, one address at a time