



**PRESS
RELEASE**

Returned Mail Solutions Releases The ScoreCard Deliverability Solution for Direct Mail

NAPERVILLE, Illinois, September 30, 2008 – Returned Mail Solutions, Inc. (RMS), a leading UAA Solutions company, today announced the release of The ScoreCard. The ScoreCard is a pre-mail solution which processes customer's direct mail lists over many private and postal databases. The ScoreCard produces a deliverability index which helps Direct Mail marketers identify undeliverable addresses prior to mailing. The solution was designed as a pre-mail solution to the ongoing industry need for Undeliverable As Addressed (UAA) solutions that can effect and enhance the deliverability of mail, as delivered by the United States Postal Service.

"The industry has been asking for a pre-mail UAA solution that enhances deliverability, while working in concert with our other pre-and post-mail solutions. We are excited about working directly with Resource Optimization Group in the development and marketing of this new industry solution. Today, the UAA issue costs Direct Marketers \$6 Billion dollars annually, and continues to be a major factor in annual postage increases. The ScoreCard will enhance deliverability, which will reduce costs, environmental impact of waste associated with UAA and direct mail, increase customer revenue, profit and reduce churn.

We will be officially releasing this new solution at the October 2008 Direct Marketing Association Annual Conference in Las Vegas. Our customers have been asking for this solution since we began research and development of the platform this year." said Robert Hedstrom, President of RMS. "This strategy coincides positively with our various market solutions for reducing the 15% publicized UAA direct mail issue; it also assists in the various environmental initiatives that are deployed across our customer base."

"By using a combination of over 50 different informational categories, we will dramatically increase the percentage of deliverable over undeliverable mail for the nation's marketing organizations," said Ron Ewers, Partner, Resource Optimization Group. "Combined with our post-mail UAA solution DMRAddress, we now can affect the entire lifecycle of Direct Mail. Our customers are looking for unique market solutions that can significantly reduce costs, increase response and enhance deliverability. Working with Returned Mail Solutions is a strategic move for our organization as we continue to provide solutions that affect mail and our customers' overall communication strategies."

About Returned Mail Solutions

Returned Mail Solutions, Inc. is a premier provider of solutions that reduce and eliminate costs associated with postage as well as 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.

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