



July 10, 2006

Dear Friends & Colleagues:

We are excited to announce that after searching for many years for distribution management software compatible with the free paper industry we have finally found the "pot of gold".

Not long ago, we were facing several operational challenges. We utilized multiple systems, databases and spreadsheets to manually process payroll which was time consuming and costly. Our current systems did not provide an easy way to manage routes and carriers. Additionally, our manual customer complaint process was time consuming and inefficient.

If you have searched you will also have had the experience that all of the programs currently being marketed to us were in fact, designed for daily papers. These subscription based software products would be difficult to use with a free paper. They are developed primarily for subscription revenue tracking. Carriers are billed for their papers rather than paid for the papers they deliver. All this we found to be cumbersome and unacceptable.

Last year we contracted with **Levare** of Dayton, New Jersey, for "PRESS", a browser based program specifically designed for the free paper industry. This program was virtually custom designed to manage the day to day operations of free paper distribution. We had the opportunity to be involved throughout the development stages. A few of the functions and features of the program are as follows:

- Complete Payment System for Carriers
- Summarized distribution, carrier and route data
- Carrier and Route Management * Insert Management
- Complaint Tracking and Management
- Bundle Top Generation and Truck Manifest
- Executive Reports * User Access Control and Security

Our publications are delivered to almost 300,000 homes per week from three different regional offices. We have been live with the program since December, 2005. This proven system has enabled us to improve operational efficiencies and aided in providing better customer service and sales support.

If you are looking for a software solution for free paper distribution, we recommend you review and consider this program. You can reach Levare at 888-453-8273. If you have any questions for us, please do not hesitate to call.

Best regards,

Valerie A. Stokes
CEO/General Manager

Joanne M. Walkinshaw
Distribution Manager

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Merchandisers

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