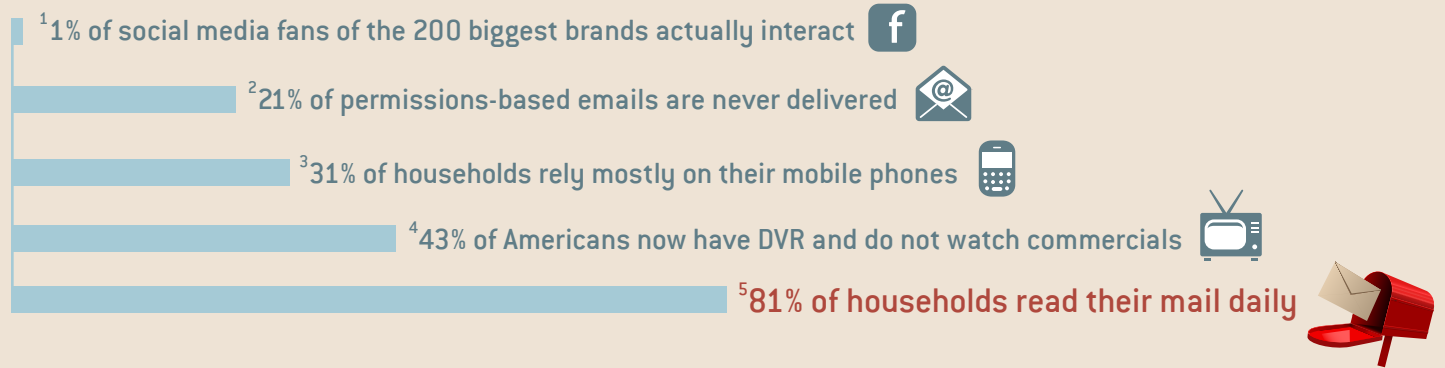


Throughout history mail has played a fundamental role in how companies communicate to customers. As the world of communication has evolved, new digital channels have emerged providing individuals and businesses with many new options. However, one form of send and receive communication still remains the most powerful: mail.

This election season, mail will again play a critical role in shaping the course of our country. From political advertisements and endorsements to balloting, candidates and municipalities will rely on the power of mail to reach voters when it counts the most.

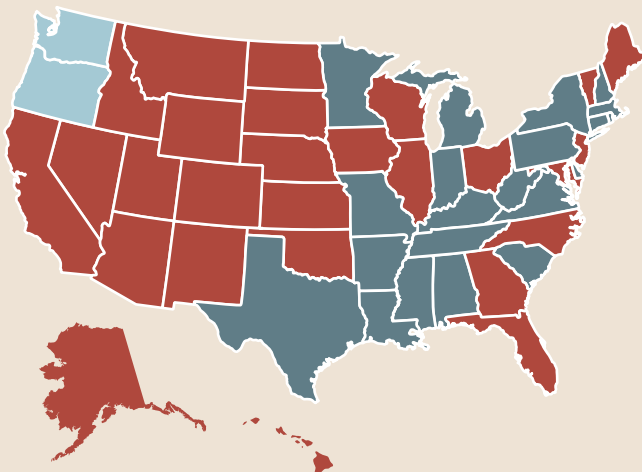
www.ThePowerofMail.com

Mail Dominates in Reaching Voters



States Turn to Vote-by-Mail

In the 2008 presidential election, ⁶24 million ballots, or 18% of all votes, were cast by mail.



- 27 states allow no-excuse voting by mail
- 21 states allow excuse-only voting by mail
- 2 states are vote-by-mail only, eliminating polling stations

2012 Political Mail Volume on the Rise

1.7 billion pieces of political mail nationwide
\$285 million to be spent on direct mail

- 33 Senate seat races
- 435 House seat races
- 13 governors' races



Early Voting by Mail Skyrockets

⁷Early (mail-in) voting in recent presidential elections:

- 20% of all votes cast in 2004
- 30% of all votes cast in 2008
- 35% forecast for 2012



Sources:

¹ Ehrenberg-Bass Institute for Marketing Science, 2012
² The Global Email Deliverability Benchmark Report 2H 2011, Return Path, Inc., 2012
³ Pew Internet & American Life Project, Pew Research Center, June 26, 2012
⁴ Nielson, March 2012
⁵ United States Postal Service®, The Household Diary Study 2010
⁶ 2008 Election Administration and Voting Survey, November 2009, U.S. Election Assistance Commission
⁷ Huffington Post, "Early Voting in 2012: What to Expect," Michael P. McDonald, August 13, 2012