

LICENSING ANNOUNCEMENT

JUNE 25, 2010

Reminder on 100 Unique Names and Addresses

Primary Audience: NCOA^{Link}® Full and Limited Service Providers; End Users;
Software Developers and MPE Licensees

What: As a reminder, all of the NCOA^{Link} License Agreements state that a 'Mailing List' is a list, system, group or other collection of at least 100 unique names and addresses.

Based on this information, the USPS[®] has determined the following:

- A 'Mailing List' may contain more than one unique name at different addresses.
- A 'Mailing List' may contain more than one unique address with different names.

Based on these criteria, a 'Mailing List' consists of 100 unique name and address records. The records in this 'List' are not duplicate transactions/records of the same name and/or address. Manipulating, duplicating a transaction or record with the same name and address information (or any variations thereof) to meet or exceed this requirement is not allowed.

When: Ongoing

Impact: It is the Licensees' responsibility to ensure that Mailing Lists submitted for NCOA^{Link} processing meets the NCOA^{Link} requirement of at least 100 unique names and addresses. The NCOA^{Link} Software Developer Software Performance Requirements for Service Provider Software (section 4.6) and End User Mailer Software (section 4.5) states 'Software must be capable of rejecting address lists of less than 100 unique names and addresses.'

What you need to do: Please share this information with all pertinent contacts within your company.

If you have any questions regarding this requirement, contact the Licensing Department at 800-589-5766.