

# **BROKERS**

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# **WORLDWIDE**

*International Postal Services*

## **Brokers Worldwide Introduces International Address Manager**

*Philadelphia, PA - March 18, 2004* - Brokers Worldwide is pleased to introduce its new International Address Manager System, which facilitates the elimination of undeliverable and duplicate addresses from your International mailing list file, significantly enhancing your mailing results. Currently, cleansing can be done for more than 192 countries and territories, with coverage ranging from locality/city level data for all countries, down to street and building level data for selected countries. All cleansing capabilities are fault tolerant and use phonetic and other advanced, language adaptive matching technologies.

### **Cost Savings**

On average, an estimated 20 to 30 percent of the addresses in an International address file contain problems which may lead to issues with your mailing. Incorrect addresses can become very expensive as they may result in undeliverable mail or returned merchandise that must be re-shipped. Undeliverable and duplicate addresses ultimately lead to unnecessary costs relating to the printing, postage, and preparation of your International mail. By significantly reducing the number of undeliverable or duplicate addresses in your International address file, Brokers Worldwide's International Address Manager service will help your organization realize measurable cost savings.

### **Quality Control**

Brokers Worldwide's International Address Manager service will allow your organization to maintain the quality of your International mailing campaign from the very start of the project. Our technology will help your organization increase its return on investment by significantly improving the deliverability of your International mail. In addition, by allowing Brokers Worldwide to handle both the cleansing of your International address file and ultimately the processing and mailing of your International mail, your organization will realize the benefits involved in having one point of contact from data acquisition through the final mailing.

Brokers Worldwide is pleased to offer this new and exciting service, and we are looking forward to the savings and opportunities that this service will allow us to provide to our customers! Please contact us at 1-800-624-MAIL for additional information on how Brokers Worldwide can help your organization enhance the quality of your international mailings with our International Address Manager Service.

### **About Brokers Worldwide**

*Brokers Worldwide is the nation's leader in international mail services, specializing in the distribution and lettershop of direct mail, catalogs, invoices, magazines, and journals worldwide.*

*We are one of the largest international mail consolidators in the United States, offering fast, reliable mail services at competitive prices, and serving a diverse customer base nationwide. Our experienced team has successfully offered solutions in the international mail industry for over eighteen years. We combine our expertise, extensive postal network, and customer service focus to provide our clients with the best international mail services on the market. Our three mail facilities in Philadelphia, Chicago, and San Francisco make access to international mail savings and services simple and convenient for any business. For more information, please visit us on the web at [www.brokersworldwide.com](http://www.brokersworldwide.com)*