

NEWS RELEASE

For Immediate Release

Neopost Introduces the SA50 Direct Address Printing System for Lower Cost, Quicker Delivery of Mail

**System Allows Low- and Mid-Volume Mailers to Benefit from USPS Discounts for
Bulk Mailing, Presorting and Barcoding Mail**

Hayward, Calif. May 23, 2000 -- Neopost Inc., a leading provider of mailing, document handling and logistics systems, today introduces the SA50 Direct Address Printing System, which reduces total mailing costs and helps ensure quicker delivery of direct mail.

Neopost's SA50 Direct Address Printing System reduces total mailing costs by standardizing (CASS) and presorting (PAVE) the mailer's database based on USPS regulations. The system also saves time and improves the appearance of mail by printing addresses and barcodes directly onto the mailpiece, which eliminates the tedious task of manually affixing address labels.

Neopost's SA50 Direct Address Printing System includes a state-of-the-art inkjet printer specially designed for printing names and addresses onto a variety of mailpieces, and Neopost Business Mailer Software™, which is CASS and PAVE certified by the USPS.

The SA50 address printer features Hewlett-Packard's latest fixed-head inkjet printing technology, which maximizes print speed and print quality by printing up to nine lines in a single pass at up to 600 dpi. This state-of-the-art solution prints twice as fast as other systems that employ shuttling cartridges that move back and forth, which increases productivity and gets the mail out sooner.

Neopost Business Mailer software standardizes and corrects customer address records based on USPS regulations for CASS certification. It then checks for and allows the removal of costly duplicate records, and presorts by zip code based on USPS regulations for PAVE certification. Further, it includes an Internet based FASTforward™ Move Update to compare names and addresses with the USPS National Change of Address files. The software then sends the USPS certified, presorted address records to the printer, which prints addresses and delivery point barcodes to help qualify for maximum USPS discounts.

Neopost's SA50 Direct Address Printing System also features:

- A print speed up to 9000 addresses per hour
- A user-defined print quality of 200, 300, 450 or 600 dpi
- 12 internal fonts of various point sizes and styles
- The ability to print downloadable fonts
- Nine programmable job settings for frequently used jobs
- A memory buffer that reprints up to 20 addresses if an interruption occurs
- A small footprint at 17" L x 15" W
- An optional conveyor stacker that keeps the mail in presort order

Neopost's SA50 Direct Address Printing System complements Neopost's complete line of modular integrated mailing, document handling, and logistics systems, as well as mailroom furniture. The SA50 is available through Neopost's network of over 150 branch offices and dealer locations throughout North America. For sales information, call Neopost at 800-624-7892.

About Neopost

The Neopost Group is a leading provider of mailing systems, addressing systems, document handling systems, logistics systems, and e-postage products worldwide. Neopost Inc. is headquartered in Hayward, Calif., where the corporate offices, customer service and product development departments for the Neopost Group in North America are located. Local sales and support are available throughout North America.

Neopost is the world leader in sales and development of desktop and tabletop folder inserters. Neopost's innovations in the folder inserter market include: the first compact desktop folder inserter; the first tabletop folder inserter that inserts into both flats and business-size envelopes; and high security optical mark reading similar to costly floor models.

Neopost's history dates back to the 1920s when the organization's founders introduced the first postage meters in Europe. Over the years, the company has continued to serve as a leader in the design and manufacture of modular mailing, logistics, document handling and e-postage products. The Neopost Group has operations in the world's top mailing markets: the United States, Canada, France, and the United Kingdom. Today, Neopost's products are sold in 70 countries.

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