

## **I-Centrix and Abacus Partner to Improve Campaign Performance and Minimize Postage Costs**

*I-Bundle™ Plus provides an innovative approach to optimizing mailing strategy from two industry leaders.*

**East Greenbush, NY (June 18, 2007)** – I-Centrix, LLC today announced the availability of I-Bundle™ Plus, a postage optimization service that allows marketers to make the most cost-effective use of different postal rate tiers, while increasing response potential of each mailing by adding names from the Abacus Alliance.

I-Bundle™ Plus builds on I-Centrix's core I-Bundle™ solution, which is designed to lower mailing costs by helping marketers automatically add and remove names from a mailing based on the postal service's various rate tiers. I-Bundle™ Plus draws on the purchase data of the Abacus Alliance to add more high-quality names with proven buying histories to each mailing. This added dimension improves the potential return from each mailing and helps lower marketing expenses.

"We're excited about how the addition of names from the Abacus Alliance makes I-Bundle™ an even stronger offering," notes Bob Gaito, President and CEO of I-Centrix. "Just as important, this improvement won't disrupt the mailing schedules of our clients. In addition to finding the optimum postage tier for existing names and dropping unprofitable ones, marketers can add more high-quality names from the Abacus Alliance to each mailing. It's the best of both worlds."

I-Bundle™ Plus approaches the challenge of increasing mailing costs from two fronts. First, it lowers mailing costs by allowing marketers to drop names with exceedingly high postage costs. Second, it opens the door to new revenue opportunities by capitalizing on the purchase data from the Abacus Alliance to identify highly responsive buyers to fill the gaps in the more profitable postage tiers.

The combination helps ensure that marketers make the best use of each mailing. Rather than squandering mailing budgets on names in higher cost postal tiers, marketers can use I-Bundle™ Plus to achieve a high mailing density with best possible postage rates and target more names with a proven buying history.

As the unpredictability of rising fuel, production, and postal costs jeopardize the return-on-investment of marketing campaigns, I-Bundle™ Plus offers marketers a way to maximize the return on each campaign dollar invested. "For our clients, even a small jump in postal rates can translate into a significant cost increase when multiplied across thousands of pieces per mailing," said Brian Rainey, Abacus president. "This partnership with I-Centrix gives our clients another tool to combat the rising costs that threaten the performance potential of each campaign."

For more information about I-Bundle™ Plus, please contact your I-Centrix customer representative at (518) 689-0480 or via email at [info@i-centrix.com](mailto:info@i-centrix.com).