

Lower Total Cost of Ownership and Increase Direct Mailing Capabilities

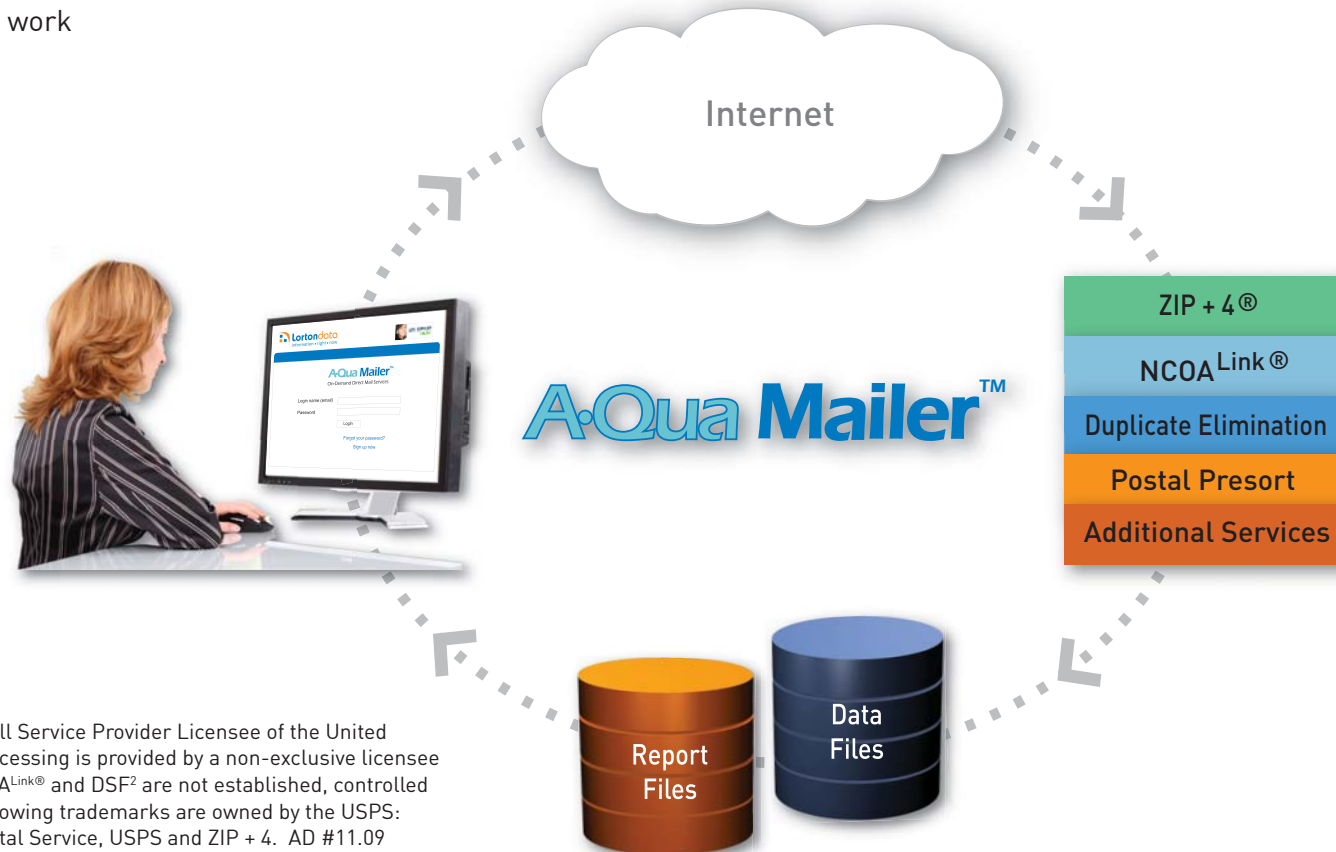
- Because no on-premise software is needed, costs for maintenance, upgrade fees, and dedicated equipment are eliminated, while processing and staff times are reduced, saving a yearly average of 49%
- Since services are accessed “in the cloud,” anyone, anytime, anywhere can use A-Qua Mailer, making it cost effective and highly available
- With expert assistance and industry leading software systems powering your service, IT resources are freed up for other high value work

Enjoy Robust Features when Preparing USPS® Compliant Mailings

- ZIP + 4®, NCOA^{Link}® processing, Duplicate Elimination, and Postal Presort are included in the basic service
- All processes are automated and enabled by A-Qua™, our behind the scenes data management platform, making turnaround fast and results accurate
- Pre-mailing processes are USPS certified providing maximum savings and postal discounts

Rely on Expert Support

- Lorton Data has over 20 years experience in list processing and data quality management, serving organizations of all sizes, across all industries, nationwide
- Lorton Data is a USPS Full Service licensee for NCOA^{Link} processing
- Lorton Data provides excellent one-to-one customer support via live chat, email, and phone



Using **A-Qua Mailer™** On-Demand Direct Mail Services

1. Go to www.aquamailer.com
2. Enter user name and password
3. Choose services
4. Submit file for processing
5. Receive processed records in minutes!

Lorton Data is a non-exclusive Full Service Provider Licensee of the United States Postal Service®. DSF²® processing is provided by a non-exclusive licensee of the USPS®. The prices for NCOA^{Link}® and DSF² are not established, controlled or approved by the USPS. The following trademarks are owned by the USPS: DSF², NCOA^{Link}, United States Postal Service, USPS and ZIP + 4. AD #11.09

Save Time and Resources over On-Premise Mailing Software

Unlike mailing software products, A-Qua Mailer is a complete, **on-demand** suite of direct mail services managed by experts, available to any size organization, any place and any time, providing cost effective pre-mailing solutions.

Annual Unlimited Subscriptions [◇]	Pricing
End User	\$2995
Commercial User	\$4995
Unit Subscriptions ^{◇◇}	Pricing
100,000 units	\$395
200,000 units	\$595
500,000 units	\$995
1MM units	\$1395
Service	Units
ZIP + 4 [®] Processing	0.2
NCOA ^{Link} [®] 48 Month Processing	1
DSF ² [®]	1.25
Duplicate Elimination	2
Postal Presort	1
Printer File Output	1

[◇] Any combination of ZIP + 4, NCOA^{Link}, Duplicate Elimination, Presort processing, and Printer File Output services. Pricing does not include DSF² services. Multi-user discounted pricing available.

^{◇◇} Units expire 2 years after most recent purchase.

See www.lortondata.com for details.

What is On-Demand Computing?

On-demand computing, also called cloud computing, is a general term for delivering hosted services over the internet. An on-demand service has three distinct characteristics that differentiate it from traditional hosting. It is purchased when needed; it is elastic - a user can have as much or as little of a service as they want at any given time; and the service is fully managed by the provider. The goal of on-demand, or cloud computing, is to provide easy, scalable access to computing resources and IT services.

Lorton Data provides a Software-as-a-Service (SaaS) cloud computing model, supplying the hardware infrastructure, the software product, a secure web-based interface, and pricing options that let you buy what you need, when you need it.

For More Information Contact:

Freelance Technologies Inc
 27 Stoneridge Drive Ste 105
 Waynesboro, VA 22980-6583
 (540) 949-7266
 (888) 970-9944
fti@freelancetech.com
www.freelancetech.com

©2010 Lorton Data, Inc.
 2 Pine Tree Drive Suite 302 Arden Hills, MN 55112
 Phone: 651-203-8290 Fax: 651-203-8299
www.lortondata.com

A-Qua Mailer™

On-Demand Direct Mail Services



The best way to prepare for the mail stream...

 **Lorton data**
 information • right • now