



Press Release

THE YOUNGSTOWN LETTER SHOP ANNOUNCES A NEW TECHNOLOGY TO SET-UP & ADD PERSONALIZED URLS ON CUSTOMER'S DIRECT MAIL PIECES

Youngstown, Ohio -- June 24, 2008 - The Youngstown Letter Shop announces a new service by adding the ability to set-up & add personalized URLs on their customers direct mail pieces.

The benefits of this new technology to our customers are; using Personalized URLs is a way to link between print and the world wide web on their direct mail pieces, intrigues their prospects, generates more leads, tracks mailing results accurately, increases direct mail responses, boosts return of interest and establishes "new" relationships with their current customers. This new service works by using variable data printing, meaning personalizing URLs on the customers Direct Mail pieces which enables immediate online responses. The responses are then tracked as their customers use their Personalized URLs to respond to their direct mail pieces. To view this new technology, go to www.ylspurls.com.

The Youngstown Letter Shop is located at 615 N. Meridian Road in a 4,300 sq. ft. facility that houses their mail and print shop. They provide several services; design for mailing pieces, mailing lists, postal/mailing and printing.

Their design services include all types of direct mail pieces such as newsletters, flyers, hand-outs, inserts, postcards, company brochures, letterhead, envelopes, etc. Mailing Lists include all business, occupant and consumer lists that are available nationwide or by more narrow selections in geographic area, state, city, county, zip code or radius. A database of over 14 million is available on business lists, over 120 million on occupant lists and over 250 million on the consumer lists. Mailing and Postal services include full assembly and process of mailing pieces to "In The Mail" complete. There are bulk mail discounts available along with automated folding & inserting, tabbing, metering, stamp or wafer seal affixing, CASS Certification, personalization of each mailing piece, inkjet & digital addressing, presorted first class mail and NCOA. Printing Services available from black/white, one color, two color, to full color with off-set & digital printing, high speed and same day copier services as well as variable data printing.

The Youngstown Letter Shop is owned and operated locally by Frank and Jeanne Tuscano and serves over 1200 customers. For over 90 years, this business has served quality mailing/postal and printing services. They can be reached at 330-793-4935, sales@youngstownlettershop.com or www.youngstownlettershop.com.

HIGH-RESOLUTION PHOTOGRAPH AVAILABLE UPON REQUEST

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