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The Imaging Network Group**Xplor Conference & Expo in Tampa****NEWS HIGHLIGHT**

- **2009 Xplor Global Conference and Exhibition Slated for Tampa Bay, March 2009**
 - **DATAMATX First U.S. High Volume Business Mailer to be MPTQM Certified Under New USPS Version 7.3**
 - **Direct Mail vs Email (Part 2) – by Mike Porter**
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DATAMATX First U.S. High Volume Business Mailer to be MPTQM Certified Under New USPS Version 7.3

24 September - DATAMATX, one of the nation's largest privately held, full-service providers of printed and electronic billing solutions, announced its Atlanta facility has earned certification as a Quality Mailing Partner in the USPS Mail Preparation Total Quality Management (MPTQM) program, Version 7.3.

MPTQM combines the relevant principles of three internationally recognized quality methodologies - ISO 9000, the Malcolm Baldrige Performance Excellence criteria, and Total Quality Management - to create a new mailing industry benchmark for customer service and product quality for both the U.S. Postal Service (USPS) and major mailers. MPTQM ensures that DATAMATX clients' mail meets or exceeds USPS qualification standards for postage discounts and automated mail delivery.

DATAMATX is one of only 11 large business mailers in the United States who have gone through the rigors of the MPTQM certification and the first company to achieve this certification under Version 7.3. The preparation and certification takes approximately 12-18 months to complete and involves ongoing internal assessment audits, a rigorous USPS desk audit of documented procedures, and then the final site audit.

"Our clients will benefit from DATAMATX achieving this stringent certification by knowing our company assures them we exercise the highest quality mail preparation processes, which in turn results in a high quality product as well as improved postal discounts." says Harry Stephens, president and CEO of DATAMATX. *"We are very proud and excited that we have met the criteria required to be MPTQM certified. We know this certification will be of great benefit to our customers with our ability to deliver higher efficiency and reduced costs in producing their on-going business communications."*

Click here for more information about the **Postal Service's MPTQM program**.

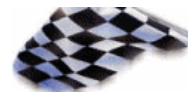
About DATAMATX

Founded in 1976 and headquartered in Atlanta, Georgia, DATAMATX is one of the nation's largest privately held, full-service providers of first-class print, mail, and electronic document distribution. With redundant processing facilities located in Atlanta GA, Phoenix, AZ and Richmond, VA, DATAMATX processes and distributes over 400,000 business-critical documents daily for over 250 national corporate customers. DATAMATX is one of a select few business partners of the USPS that offers NCOALink® processing for obtaining updated change-of-address information, as well as the CONFIRM? Planet Code mail-tracking program.

DATAMATX offers additional services including document personalization, redesign and composition; Internet application solutions; DVD production and archiving; and EBPP solutions.

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