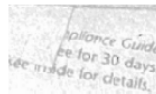


Reduce YOUR JUNK MAIL!

Get rid of it!



WHY DO I GET SO MUCH UNWANTED MAIL?

When you subscribe to a publication, place a credit card order, order items through the mail or the internet, join an organization, donate to a charity or enter a sweepstakes, chances are your name is added to a mailing list of some kind. There are companies who are in the business of selling these lists to other companies who believe you may be interested in purchasing their products or services. The information they mail to you is called "bulk business mail" commonly referred to as "junk" mail.

HOW DO I GET RID OF IT?

To reduce junk mail, you need to reduce access to your name and address so that it will not be traded, rented or sold to companies who send you unwanted mail. This kit will show you how to reduce your current flow of unwanted mail, help keep new junk mail from finding its way to your doorstep, and offer recycling options for the occasional piece that sneaks in.

WE USE ABOUT 62 MILLION TREES and 25 billion gallons of water to produce one year's worth of this Country's bulk business mail. Think of the natural resources that are wasted, not to mention the frustration and time you spend dealing with your daily dose of unwanted mail.

STEP 1:
**REDUCE YOUR CURRENT
FLOW OF JUNK MAIL**

Remove your name from the mailing list as soon as you receive an unwanted piece of direct mail. Most catalogs include a toll-free number. You can call this number to request that your name be removed from the mailing list. If you receive unsolicited Ayers, newspapers or advertising circulars, call the paper's subscription department or the company's general information number and ask them to remove your name from their list.

Fill out and mail the pre-addressed cards included in this kit. This will remove your name from many of the mailing lists of companies that send you unwanted catalogs, sweepstakes entries, coupons, etc.

- Many credit card companies give your name to other companies. Call your credit card companies and request that your name not be traded or sold.
- Call the companies listed below and ask that they remove your name from their mailing lists.

VAL PAK COUPONS: (800) 797-1896
For removal from regional coupon and sweepstakes mailings.

CREDIT MAILING LISTS: You will prevent many credit card offers by calling 1-888-50PT-OUT (1-888-567-8688) The National Opt-Out Center will remove your name from major credit bureaus including Equifax, Experian, Trans Union and Novus. Contact the center every two years to keep your name from being sold for credit and insurance offers.

THE POLK COMPANY: (800) 464-7655
Request the "OptOut" line for removal from catalog and service coupon mailings

PUBLISHER'S CLEARINGHOUSE
(800) 645-9242
For removal from sweepstakes mailings.

Please note that it will take a few months for your name to be deleted from these companies' mailing systems.

STEP 2:
**PREVENT JUNK MAIL
BEFORE IT STARTS**

- When making a donation, ordering items through the mail or the Internet, or subscribing to a publication, include a note that instructs the organization or company not to lend, sell or trade your name to other mailing lists. Write in large letters: "Please do not rent, sell or trade my name or address." Tell sales representatives this every time you order something by telephone.
- Avoid filling out contest entries. Contests are often used to develop mailing lists.
- Avoid mailing in unnecessary product warranty cards. These cards are often used to collect information on your habits and income for the sole purpose of targeting direct mail. Returning these cards is not required in most situations in order for a warranty to be active. The only reason to return a warranty card is to find out about product recalls. If you want to return the card to learn about product recalls, provide only your name, address and product serial number. Some warranty cards include a box to check if you do not want to be included on mailing lists.

STEP 3:
RECYCLE THE JUNK MAIL
YOU DO RECEIVE

Some unwanted mail might still get through, so please recycle it! Be sure to remove all plastic wrap, stickers, product samples and plastic membership cards from junk mail before recycling it. You do not have to remove plastic window envelopes.

- If your community provides curbside or drop-off recycling of "mixed paper," you can include junk mail with other paper items. If you are not sure if your community offers "mixed paper" recycling, call your Town Hall or 1-800-CLEANUP (1-800-253-2687)
- If you do not have access to "mixed paper" recycling, focus on steps one and two to reduce your junk mail – this makes a big difference! In addition, some post offices have recycling bins in their lobbies where you can recycle unwanted mail.

CONTACT INFO:

Massachusetts Department of
Environmental Protection
Consumer Waste Reduction Program:
617-292-5834
Website: <http://www.state.ma.us/dep/recycle>

ADDITIONAL TIPS:

- The U.S. Post Office rents the information from Change-of-Address cards to private businesses. This is how national list brokers, credit bureaus and others may get your name in the first place. As an alternative solution, send out your own postcards announcing your new address to those whose mail you want to receive.

- First Class mail is usually marked "address correction requested" or "return postage guaranteed." If your unwanted mail has this wording, cross off your name and return it unopened to the sender by writing "Refused-Return to Sender" on the envelope. Drop the envelope in any mailbox and it will be returned to the sender, Additional postage is not necessary.
- If you are getting duplicate mailings, send the company both mailing labels and ask them to eliminate the extra copy.
- If you receive mail for former residents, call the toll-free number of catalogs they received to remove their name. If the former residents did not fill out a Change-of-Address card, fill one out for them. Obtain the card from your Post Office and write "Moved, Left No Forwarding Address" as the new address. Sign your own name and write, "Form filled in by current resident of the house, [Your Signature], agent for the above." Hand this Form directly to your carrier.

DID YOU KNOW...?

- Paper accounts for 40 percent of the nation's waste stream.
- It takes 17 trees to make a ton of paper.
- In 1998, the nation's municipal solid waste stream contained 5.2 million tons of catalogs and other direct mailings.
- Americans spend over \$275 million to dispose of junk mail each year.
- An average of 41 pounds of junk mail are sent to every adult each year. About 44 percent of this goes unread and directly into the garbage.
- The average adult is on 50 mailing lists.
- Americans spend 8 months of their lives sifting through junk mail.

Junk Mail Reduction Kit Updates For Editions prior to April 2008

On the inside page under Step 1:

1. Valpak 800 number is no good. To get removed from Valpak coupons, go to www.valpak.com, click on "Contact us" and click on "Request to be removed... "

On the postcards:

1. Change address for Mail Preference Service, Direct Marketing Association to:

P.O. Box 643
Carmel, NY 10512

2. Change address of Halie Hanks Direct Marketing List Maintenance to:

6701 Bay Meadow Dr., Suite D
Glen Burnie, MD 21060

3. Change name and address of ADVO, Inc. to

Valassis Direct Mail, Inc.
Consumer Assistance
P.O. Box 249
Windsor, CT 06095
Thank you for reducing waste!