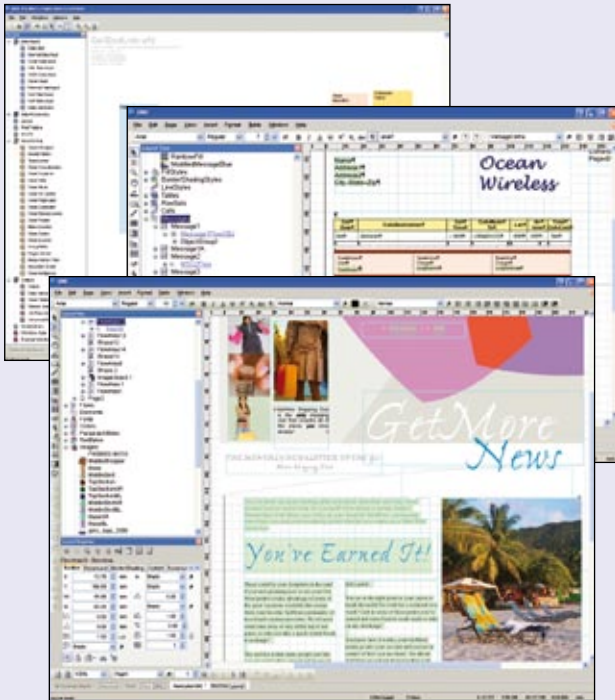


One platform, infinite possibilities

While other tools typically focus just on statement applications and lack the direct marketing capabilities needed for transpromo success, PrintNet is built for all the variable applications your business requires: transaction, promotional, transpromo, on-demand publishing, and even interactive online forms. In fact, many companies use PrintNet as their sole platform for printed and web-based statements, correspondence, marketing materials and other personalized communications and business information.

Every month, hundreds of millions of statements, invoices and checks are printed. With personalized transpromo capabilities from GMC, you can do more with your transactional communications. For your customers, and your business.



Cross sell additional products and services.

For more information, contact your local GMC Software Technology office or visit our web site at www.gmc.net.



GMC Software Technology

GMC Software Technology helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Our award-winning PrintNet software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. We serve thousands of users worldwide, and many of our customers are producing in excess of 100 million personalized documents per month – including direct mail, statements, bills, policies, catalogs, correspondence, marketing and transpromo materials.

GMC Worldwide

Austria, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Korea, Mexico, Poland, Shanghai, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA and growing.



GMC Communications Suite for Transpromo Applications

Making Your Transactions Do More

Every month, millions of statements, invoices, checks and other transactional documents are printed and sent to customers. How many of those communication opportunities are wasted? By adding a “transpromo” component to your marketing strategy, you can make the most of every contact you have with your customers.

Embedded marketing and account activity information

Up-to-date regulatory information

Data-driven variable chart

Targeted loyalty programs Advertising, marketing messages

One platform does it all.

Transpromo documents combine financial account information and personalized messaging in one package, bringing out the best of both communications. Your promotional information is more likely to be noticed when presented in a statement or invoice, while relevant messaging turns statements into selling tools and relationship builders.

Combining statements and marketing material in the same document and in the same envelope saves money, too, by reducing postage, consumables, printing and other expenses. Additionally, you can sell ad space to business partners to drive more revenues, or team up with partners on joint promotional campaigns.

Visual appeal and selling power

On average, a consumer will spend about 40 seconds reviewing a bill or statement. On the other hand, two thirds of consumers rarely or never read the inserts and brochures included with their statements or bills. Embedding your personalized marketing or informational text in the “must read” transaction document can turn it into a valuable marketing tool that enhances customer satisfaction as well as builds additional revenue opportunities.

Financial services, insurance providers, utilities, telecommunication companies and others use GMC PrintNet software to create personalized transpromo communications that customers read and respond to. The rich content of PrintNet transpromo communication adds interest to routine business documents and resonates with readers.

Communication Benefits

- High impact color charts, graphs and copy highlights
- Dynamic content and personalized messages
- Content and visual consistency to support branding
- Cross-sell/up-sell additional products and services
- Advertising revenue from extra white space
- Joint promotional campaigns with business partners

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Peak OUTFITTERS
Member Services: 1-866-555-0255
or online at www.thepeak.net/members

ACCOUNT INFORMATION	Statement Date	New Balance	Minimum Payment	Payment Due
10003 756 721	1/1/07	\$232.89	\$9.32	2/1/07

ACCOUNT SUMMARY	
Previous Balance	\$823.00
+ Payments & Credit	\$823.00
+/- Finance Charge	\$5.00
+ New Charges	\$232.89
= New Balance	\$232.89
Minimum Payment	\$9.32

TRANSACTIONS	Date	Item Number	Description	Price
	1/1/07/2006	166603-004	Alpine Business Plates - Svc. For 4	\$49.95
	1/1/07/2006	166608-004	12 Quart Slow Pot	\$159.95
	1/1/07/2006	166607-004	Granite Gear, Folding Kitchen Sink	\$22.95

25% off GMC Mens Outerwear
Valid on all White River and Sun Pass Winter Gear

Peak OUTFITTERS
Account Number: 10003 756 721
New Balance: \$232.89
Minimum Payment: \$9.32

Make payment to:
Peak Outfitters
529 Main Street
Charleston, MA 02129

February 1, 2007

Thank you for your purchase. Send me more information about the Peak Outfitters mailing list for coupons and specials.

Add messages tailored to the recipient's interests and needs.

You've got it all

Our customers find it easy to get started with PrintNet software for their transpromo applications, and so will you. The customer data, transaction documents and delivery channels you need are already in place. PrintNet helps you leverage your existing resources to directly target users and achieve measurable results.

You just have to transform your documents, and with PrintNet, that's easy. Our software doesn't require advanced programming skills or lengthy development. Document applications that previously took weeks to build can be finished in days or even hours. With its extensive platform and protocol support, PrintNet easily integrates with nearly any IT and printing environment.