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Return Mail, Inc. And High Cotton Team Up To Deliver Integrated Return Mail And Address Update Solutions

BIRMINGHAM, Ala. – *November 1, 2005* – Return Mail, Inc. (RMI), leader of innovative and cost effective solutions that eliminate the handling of return mail and find hard-to-find recipients, today announced a joint marketing agreement with High Cotton, Birmingham, Ala. The agreement enables High Cotton to actively market RMI’s automated return mail and address-update solutions to their direct mail, billing, fulfillment and collection letter customers, and also enables RMI to actively market High Cotton’s mail services.

“It just makes sense for RMI and High Cotton to join forces to help each other promote and sell mailing services,” said Alan Ritchie, president of RMI. “Not only can High Cotton’s customers benefit by not having to deal with return mail, High Cotton also benefits by being able to offer a value-add, outsourced service to new and existing customers.”

“This is a win-win for High Cotton and our customers,” said Tommy McGahey, President of High Cotton. “By offering ‘Powered by RMI’ return mail services, High Cotton will be taking care of yet another detail of the mail project – return mail handling and address updating. Mastering ALL the details of mailing is what makes High Cotton and our customers successful.”

The RMI return mail solution begins in the return address block, which contains the customer’s name and the address for the licensed RMI return mail processing facility. All Undeliverable As Addressed (UAA) return mail is processed at that facility. The return address block also includes a unique, information-packed barcode which can include the customer name and address, account number, type of mail, internal code, location, place of service, date created, phone number, invoice amount – virtually anything. Upon

return by the U.S. Postal Service, RMI READ will scan the barcode, decrypt and capture the information, report the findings and destroy the mail as necessary. RMI ReAddress will then search multiple, proprietary databases to locate the best address for the recipient and automatically update the customer's database with the new data.

The RMI return mail solution is designed to eliminate the handling of return mail, save labor costs, reduce printing and mailing costs, improve cash collections, improve customer service, reconnect with lost customers and increase the bottom line for customers burdened with return mail.

About High Cotton

Founded in 1962, High Cotton provides a complete range of mailing and messaging services – from billing and collection letters to direct marketing and fulfillment. With an overriding attention to detail, High Cotton ensures successful mail projects that are faster, cheaper and more effective.

High Cotton is located in Birmingham, Ala. The company can be reached toll free at 877-838-2345, via email at highcotton@highcottonusa.com or on the web at www.highcottonusa.com.

About RMI

Return Mail, Inc. (RMI) has developed automated systems that totally eliminate the handling of UAA (Undeliverable As Addressed) return mail from the U.S. Postal Service. RMI customers are freed from the cost burden associated with the manual handling and processing of return mail, and also benefit from an increase in A/R collections as more and more invoices get to their correct destinations.

Thanks to patented automated systems from RMI, companies not only eliminate return mail, they preserve customers, improve cash flow and control fraud – cost effectively and reliably.

RMI, a privately held corporation located in Birmingham, Ala., was founded in 2000. The company can be reached toll free at 866-458-3110, via email at info@poreturnmail.com or on the web at www.poreturnmail.com.

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