

## IMPORTANT NOTICE

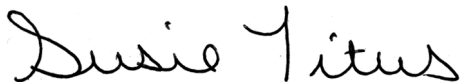
Detachable Postage-Paid Business Reply Cards are an important part of your direct mail program. Convenient cards encourage your clients and prospects to request additional information directly from you. To fully automate your Business Reply Cards, please do the following:

**Take the letter of authorization on page 2 to your local post office (your local post office is the one responsible for delivery of Business Reply Cards to your office).**

- You are NOT required to purchase your own permit. The Personal Marketing Company authorizes you to utilize our permit.
- You will incur no charges to file this letter. You will only be responsible for the postage on the Business Reply Cards your customers and prospects return.

Each December you need a new authorization letter for the next year – note that this is an annual permit that you must renew each year. It is imperative that you file this letter with your local post office immediately!

Sincerely,



Susie Titus  
Director of Customer Service

To Postmaster:

The individual shown below is authorized to use Business Reply Mail Permit Number 2056 (Shawnee Mission, KS 66201).

In accordance with Section S922.8.6 of the Domestic Mail Manual, this representative is not required to have a separate permit and the company name does not have to appear on the Business Reply Mail.

A copy of form 3544, showing payment for the calendar year 2012 is shown at the right.

Sincerely,

*Susie Titus*

Susie Titus  
Director of Customer Service  
The Personal Marketing Company

SHAWNEE MSN MAIN USPS SHAWNEE MISSION, Kansas 662029995			
12/30/2011	2842230532 -0099 (913)831-5385		12:37:18 PM
Product Description	Sale Qty	Receipt Unit Price	Final Price
Fee Type: BRM Account Maintenance			
Permit Number: 2056001			
Customer Name: PERSONAL MARKETING CO (THE)			
Fee Amount:			\$605.00
Confirmation #:			201136412363410F
Total:			\$605.00
Paid by:			
Personal Check			\$605.00
*****			
SHAWNEE MSN MAIN USPS SHAWNEE MISSION, Kansas 662029995			
12/30/2011	2842230532 -0099 (913)831-5385		12:40:45 PM
Product Description	Sale Qty	Receipt Unit Price	Final Price
Fee Type: BRM Permit			
Permit Number: 2056000			
Customer Name: PERSONAL MARKETING CO (THE)			
Fee Amount:			\$190.00
Confirmation #:			201136412394130F
Total:			\$190.00
Paid by:			
Personal Check			\$190.00
*****			

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_