

Rome, June 8, 2012. The Global Address Data Association (GADA) of New York and Xplor Italy (The Electronic Document Systems Association) announce the successful launch today of the International Hybrid Mail Coalition following a meeting in Rome of the founding members.

The mission of the organization will be to engage in research and advocacy to promote the inclusion of hybrid mail communication models within the Universal Postal Union regulatory environment. This will provide a neutral settlement and exchange system within the UPU's terminal dues system. It is anticipated that this will encourage broader use of international direct and transactional mail because settlement rates and schedules will be transparent from both the postal and user perspectives.

According to GADA Executive Director Charles Prescott, who is completing his second term as Chairman of the Consultative Committee of the UPU, "The digitalization of all communications, but especially postal communication, has not been met by the UPU system with the attention this subject merits. The terminal dues system rests on the assumption that all mail is still created and delivered in paper form by 19th Century bulk methods. In short, the UPU settlement system has not adapted to the electronic delivery of correspondence and other mail which can be digitized or printed on paper anywhere in the world, across any border, with the push of a button. Users want to use the UPU system for electronic messaging which they wish made physical, and the system does not currently make this an easy matter. New compensation models must be created to account for these new messaging forms."

Enrico Barboglio, Secretary and Treasurer of Xplor Italia, and chair of the meeting convened at the Bristol Bernini Hotel in Rome, said, "We had a very productive meeting of forward-looking companies who share our vision of the future. They have approved our first work plan, which includes research on the size of the market, publication of more information on hybrid mail as an important business tool, and preparation for attendance at the forthcoming UPU Congress in Doha, where a resolution will be debated regarding conducting more research on hybrid mail."

The founding members of the Coalition are Roggero e Tortia, Rotomail, Doxee, Click2Mail, DOCAPOST, Michael Schiffer, CM Trading, and Postel. The Coalition will soon have a website at www.hybrid-mail.org, and offices at both GADA in New York and Xplor in Milan. For information on the coalition, including membership levels and fees, readers may contact Mr. Prescott at Charles@globaladdress.org Mr. Barboglio at enrico.barboglio@xploritalia.it.