

Junk Mail No More



Americans threw away 418,000 tons of unopened bulk mail in 1990. Everyday, people receive unsolicited mail known as "junk mail." Your address is entered on a mailing list each time you make a donation, enter a contest, send in a subscription or warranty card, or buy something on credit or with a check.

Here's what you can do to reduce unwanted mail:

1. Call or write organizations and ask them to remove your name and address from their mailing list. Look for prepaid envelopes and reply cards, and send a request to be removed from their mailing list.
2. If there is an 800 telephone number, call to request the removal of your name and address from a firm's mailing list.
3. Write or call mailing list brokers and ask to be placed on their "suppress" files.
4. Return unwanted junk mail. If the envelope is stamped "address correction requested" or "return postage guaranteed," it can be returned unopened by writing "refused, return to sender" on the envelope.
5. When you provide your name to a publication, store, or organization or when you order a product or service or complete a warranty card, request that your name not be shared.



Mailing List Brokers

The companies below specialize in collecting and selling mailing lists. Write or call them and ask to be placed on their "suppress" files.

ADVO Incorporated Consumer Assistance

P.O. Box 249
Windsor, Connecticut 06095
(888) 241-6760 toll free
(Write or call to request that your name be removed.)

Direct Marketing Association Mail Preference Service

1111 19th Street, NW, Suite 1100
Washington, D.C. 20036-3603
(212) 768-7277
www.dmaconsumers.org

(By calling this number, you will receive instructions on how you can be removed from telephone



marketing lists, mailing lists, and e-mail lists. Your name will be placed in the suppress file for five years.)

Donnelly Marketing, Inc.

Data Base Operations
416 South Bell
Ames, IA 50010
(888) 633-4402 or (800) 873-7655
(Write to request that your name be removed.)

Experian Marketing Service

List Maintenance
941 West Bond
Lincoln, NE 68521
(402) 458-5247
(Member of Direct Marketing Association.)

Junk Mail Removal Services

The companies below specialize in having a consumer's name removed from direct marketing lists.

www.GreenDimes.com

For a membership fee of \$36.00 per year, this firm will remove your name from direct mailing and credit card lists and promises a 75 to 90 percent reduction in the receipt of junk mail. In addition, the firm will plant a tree on your behalf for each month of membership. You can also specify catalogs that you may still want to receive. www.GreenDimes.com

Optoutprescreen.com

P.O. Box 600344
Jacksonville, FL 32260
(888) 567-8688
www.optoutprescreen.org

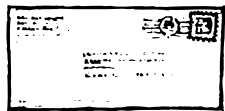
This website is a joint venture among the four major credit reporting companies (Equifax Information Services, LLC; Experian Information Solutions, Inc.; Innovis Data Solutions, Inc.; and TransUnion, LLC) that provides a centralized service to accept and process requests from consumers to opt in or opt out of offers for credit or insurance. Through this website, a consumer may request to "opt-out" from receiving offers of credit or insurance for a period of five years. If a consumer wants to permanently "opt-out" from receiving offers of credit or insurance, then a Permanent Opt-Out Election form may be obtained through this website and then mailed to this firm. Alternatively,



for consumers who have previously submitted an "Opt-Out Request" and subsequently decide they want to receive such offers again, they may complete and submit an "Opt-In" form through this website.

41Pounds.org

298 West Saratoga
Ferndale, MI 48220
(866) 417-4141
Fax: (248) 738-2761
www.41pounds.org



Open Monday through Friday from 8:00 a.m. to 9:00 p.m. EST. For a fee of \$41.00, the firm will contact the catalog companies and over 30 direct marketing organizations to have them remove your name from their lists. The service will last for about five years, however, should the consumer start receiving any bulk mail within this five-year period, the firm will send unsubscribe requests to all of these organizations again at no charge to the consumer.

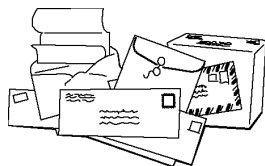
Private Citizen, Inc.

P.O. Box 233
Naperville, IL 60566
(630) 393-2370
www.privatecitizen.com

For an annual membership fee of \$10.00, this company notifies the eight largest direct-mail companies to remove your name from their lists. Also, for an annual membership fee of \$20.00, this company will list you in the "Private Citizen Directory," a do-not call list sent to over 1,500 local and national junk call firms and list sellers in the United States. Private Citizen notifies these junk call firms of your unwillingness to be junk called or to have your name sold. The firm also advises them of their need to pay a \$500 fee to you each time they contact you for a solicitation. Any phone solicitation is considered a junk call, including sales, nonprofit, survey, and political calls.

Pro Quo

7514 Girard Avenue, 1-725
La Jolla, CA 92037
(858) 459-1920
Fax: (858) 454-5450
www.proquo.com
E-mail: contact@proquo.com



This on-line service enables consumers to remove their names and personal information from marketing lists, data brokers, coupons and weekly circulars, telemarketing lists, and other organizations for free. By establishing a Pro Quo account, a person can manage different types of lists including: coupons and weekly circulars, marketing lists and data brokers, telemarketing lists, and other directories. After establishing an account, a person then chooses the

organizations that he/she wants to stop using his/her personal information, and the catalogs that he/she wishes to receive and no longer wishes to receive. As Pro Quo identifies new lists and brokers, it will provide assistance to the person in deciding whether or not to remove his/her name. The service is free.

Depending on the lists that are chosen, Pro Quo will either electronically submit the requests on a person's behalf or guide the person through the removal process. A reduction in the receipt of junk mail should occur within a month and the full impact should be felt within three months.

Reduce Coupons, Ads, and Product Samples

If you don't want these items, check for the name of the company distributing the item and then write or call to request that your address be removed from the company's lists.

Contact Credit Bureaus

Credit bureaus may sell names and addresses to banks and credit card companies. To have your name removed from the following credit reporting agencies, Equifax, Trans Union, Experian, and Innovis, you can call a single toll free number: (888) 567-8688 (5-OPT-OUT).



Avoid Warranty Cards

Warranty cards are used to collect names for mailing lists and to notify customers about product recalls. When you purchase a product, you may be covered by the manufacturer's warranty even if you do not send in the warranty card. Check with the manufacturer to determine your coverage and keep the receipt to establish proof of purchase. Write or call the firm below to be removed from lists created from warranty cards:

National Demographics & Lifestyles

List Order Services
1621 18th Street, #300
Denver, Colorado 80202-1294
(303) 292-5000

Visit the following websites for additional information on how to stop junk mail, telemarketing calls, and junk e-mail:

www.junkbusters.com

www.stopjunk.com

www.obviously.com/junkmail