

PRESS RELEASE

Neopost USA Launches Second Webinar Series on the Advantages of QR Codes

Webinar Will Reveal How to Engage Prospects Using QR Codes on Direct Mail

MILFORD, Conn. (May 3, 2012) – <u>Neopost USA</u> (<u>www.neopostinc.com</u>) will present the second in its series of online webinars on Tuesday, May 15, 2012, from 1– 2 p.m. EDT. Square images with randomly arranged pixels, known as Quick Response Codes, or QR codes, are increasing in popularity and function. Savvy marketers are using them on direct mail, print ads, product packages and even to provide information on everyday products like houseplants. But what are these codes, and how do they work?

"Mailing 102: Advantages of QR Codes," the second event of the webinar series, will answer these questions and be hosted live by Mike Maguire, software business development manager, Neopost USA Addressing Group. Mike was selected two years in a row to speak on QR Codes at The National Postal Forum 2012 and 2011, and at Regional Postal Customer Council (PCC) events. Mike will share his expertise on how QR codes effectively generate leads and significantly impact

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Mailing 102: Advantages of QR Codes
Tuesday, May 15 at 1pm EDT

revenue. Attendees will gain a better understanding of QR codes basics, and hear best practices from recent QR codes case studies.

<u>Click here</u> to register and reserve your seat to the event: <u>http://events.meetingbridge.com/Register/?EventCode=06123294177&SRC=PR</u>

The webinar series is free to all registrants. This small investment in time provides practical insights on how to take advantage of this latest digital tool, and combine it with reliable direct mail to maximize the success rates of integrated marketing efforts to help grow your business.

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About Neopost USA

Neopost USA partners with its customers to help them achieve higher levels of efficiency, control and value in their mailing operations. Neopost USA is known for its broad line of mailing and shipping systems and mail support equipment, such as mailing machines, postage meters, folder/inserters, address printers, tabbers, mail sorting and tracking systems and mail center management tools. Its equipment and systems are supported by a combination of direct sales and a network of independent dealers providing sales, supplies and service to their customers. For more information on Neopost USA, visit www.neopostinc.com

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