



PRESS RELEASE

Horizontech, Inc. Releases RMSLink for Address Management, Standardization and Search

DANVILLE, Virginia, January 1, 2011 – Horizontech, Inc. (HTI), a Global information technology and document solutions company, today announced the official release of RMSLink. RMSLink is HTI's latest proprietary platform for Address Management, Standardization and Search. The Platform incorporates many logic, business and proprietary automated functions into a multiple-stream and multiple-data compiler process.

- Data outperforms any known market solution for Search and Address Management
- Updates customer addresses 30-80% beyond traditional market solutions, whether in-house or outsourced
- 350+ custom algorithms making logical decisions on data throughout the process
- Integrates into host platform(s) for automated feedback

Most companies and service providers in the market offer solutions for commodity postal databases, such as NCOA (looks for updates on movers from the Postal governed database), CASS/DPV (validates address deliverability and updates hygiene attributes), LACS^{Link} (updates rural route conversions to city addresses) and SUITE^{Link} (updates business Suite information). Others offer connectivity and a gateway to single data compilers whether in-house access or through external processes. "We believe that intelligent, proprietary program logic, combined with multiple data compilers and hundreds, if not thousands of active databases should be the basis for our structure; that is how we developed our integrated data platform," said David Zook, President. "Likewise, we built the solution to be integrated with mail and undeliverable mail data, as well secondary customer communication repurposing - providing output data and solutions that you will not find with any other provider of services for undeliverable mail in the US."

About Horizontech, Inc.

Horizontech is a Global information technology and document solutions company, with web-based workflow systems and back-office support. Combining operating capabilities with multiple, proprietary technologies, Horizontech automates enterprise business functions including those that reduce and eliminate return mail, increase operational efficiencies, mitigate risks, and grow revenue. For more information, visit Horizontech at www.horizontech.com

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