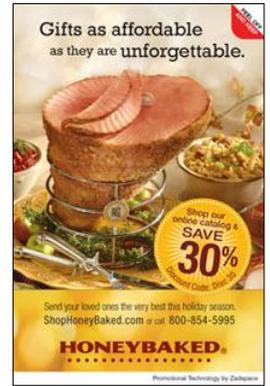




## Add Micro-Targeted Messages to Outgoing Packages

Minisoft's eFORMz is now integrated with marketing technology company Zadspace, allowing eFORMz users to place Zads—data targeted promotional offers—next to shipping labels on outgoing packages. This one-to-one marketing innovation adds another dimension to the eFORMz forms automation solution for formatting, personalizing and delivering application output.



### The Minisoft and Zadspace Solution

- Prints a variety of barcoded shipping labels in-house with any PCL, Postscript or XML compatible printer, simplifying the shipping process.
- Customizes dynamic labels with familiar publishing tools such as Microsoft Office, Microsoft Excel, WordPerfect and OpenOffice.
- Places four color, micro-targeted, promotions on outgoing parcels, providing upsell, cross-sell and third party advertising revenue.
- Zadspace provides, at no charge, on-demand printers and Zadware that allows geo-targeting, demo-targeting and behavioral targeting.
- Replaces standardized forms, such as invoices, packing lists, purchase orders, and bills of lading all while driving a new, meaningful revenue stream.

## Benefits of Partnering

Minisoft and Zadspace are ideal for retailers and manufacturers looking to fulfill their forms needs and drive revenue with pertinent cross-sell, upsell offers, and third party offers—adding meaningful incremental revenue.

Zadspace's Zads are personalized promotions placed adjacent to the shipping labels on the outside of packages. The highly-targeted, visible and colorful ads are designed to increase conversion rates and return on investment.

Minisoft's eFORMz is a next-generation forms automation solution that converts standard print output into attractive, functional documents that can be distributed via print, fax, email and the web.

Together, Minisoft and Zadspace provide a comprehensive shipping experience to retailers and manufacturers. eFORMz handles the customization and automation of packing slips, bills of lading and other forms, fully furnishing them with tracking information and shipping labels equipped with barcodes. Zadspace places targeted promotional offers on outgoing packages, driving additional revenue and laying the groundwork for the shipment process to begin again.



**Corporate Headquarters**  
Zadspace, Inc.  
40 Richards Ave., 6<sup>th</sup> Floor  
Norwalk, CT 06854  
Tel: 203.286.3146

## About Zadspace

Zadspace is a privately held, venture-backed technology company headquartered in Connecticut. Zadspace endeavors to “make every offer received relevant to the consumer.” Through technological innovation, Zadspace has created a better way to deliver targeted, one-to-one marketing messages. To learn more about how Zadspace uses Zads to increase the effectiveness of individual marketing messages, visit:  
<http://zadspace.com>.

## About Minisoft

Headquartered in Snohomish, Washington, Minisoft is a worldwide leader in developing and delivering document management solutions, connectivity, and client-server and web development tools. Minisoft offers a new generation of forms automation software that provides users with the power to quickly and easily create high-quality business documents. Having received multiple awards for its innovative technology and customer service, Minisoft prides itself on building lasting relationships with their customers. To learn more about how Minisoft can modernize a company's forms environment, increase its productivity and save money, visit:  
[www.minisoft.com](http://www.minisoft.com).



**Corporate Headquarters**  
Minisoft, Inc.  
1024 First Street  
Snohomish, WA 98290  
Tel: 800.682.0200