

NCOA^{Link}® Enhancement Advisement

In the continuing effort to provide greater value and product improvement, the US Postal Service[®] is pleased to announce the enhancement of the NCOA^{Link} product with the inclusion of approximately two million additional change-of-address records. These records were previously excluded from the NCOA^{Link} product because at the time the change-of-address was originally received the change-of-address was deemed ambiguous. This may have been because the new-side addresses could not be ZIP + 4[®] coded or because the customer had submitted conflicting change-of-address orders. Our policy is always to err on the side of caution when populating NCOA^{Link} to avoid any error in identifying a customer's change-of-address. However, we were successful in eliminating the ambiguous nature of these records and have added them to the NCOA^{Link} product release number 870. This product will be shipped to you on May 4, 2009.

The recovered records will only go back 18 months from the Move Effective Date of the change-of address order. The NCOA^{Link} product will be synchronized with PARS (Postal Automated Redirection System) since we are using the PARS database as a cross-reference. If a change-of-address filing is no longer in PARS, we will no longer update it in NCOA^{Link} to minimize the chance of introducing any unexpected results.

As a result of the reintroduction of these records into NCOA^{Link}, you may produce change-of-address matches that were previously not matched by NCOA^{Link}. This can cause you to receive matched records with Move Effective Dates that were prior to your last NCOA^{Link} processing date. You should advise anyone using NCOA^{Link} that it is possible for them to receive what appear to be "old" changes-of-address from the newly-added records.

We have taken steps to ensure that mailers are not affected by MERLIN's Address Validation System review for any of the change-of-address records that are being updated in the NCOA^{Link} product. We have set up a filter to ignore these records and will not report them as "old" changes-of-address for PBV (Performance-Based Verification) consideration. Mailers will be given credit for the records as "new" side. We will continue to filter the records through the January 2010 timeframe after which time it is expected that the mailer would have updated the addresses within the required normal 95-day cycle of the Move Update standard. We have notified the US Postal Inspection Service of the reintroduction of the updated records for their consideration during any review of mailer compliance with Move Update.