

Custom Lettercheck Option***

Let us design a custom solution just for you.

Have a program you'd like to promote?

Letterchecks are perfect for connecting with the recipient at the right time of year.

Take advantage of the seasons by promoting for holidays, tax time, vacation and back to school.



Please see our website at www.psonline.com/lettercheck or ask your Account Representative for details.

Lettercheck size: 8.5" x 14" (horizontal)
Envelope size: 6" x 9" (window)



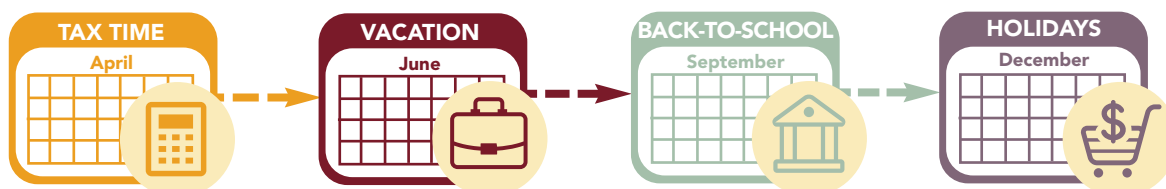
*** Pricing for custom projects is different than LettercheckSelect.
Please allow us to provide you with a quote.



Additional designs available online!

Please see our website at www.psonline.com/lettercheck for examples of categories below.

Lettercheck Calendar



Letterchecks, or convenience checks as some call them, can produce results for a financial institution almost any time of year. But when seasonally targeted, this promotion can reap even bigger rewards. For best results in the first and second quarter, send out your letterchecks

just prior to tax time, then again a few weeks before the summer vacation months. During third quarter, you'll want to get them out as the summer winds down, just before kids head back to school. Then finally, make sure you don't miss the holiday season.

Visit our website at www.psonline.com/lettercheck today!

Letterchecks — 8.5" x 14" (horizontal with 3 checks) Design Number

- LC108 — "Need a Little Extra Cash?"
- LC208 — "A Little Extra Dough"
- LC308 — "Paint Your Dreams"
- LC408 — "Gift Giving Just Got Easier"
- LC508 — "Short on Cash?"
- LC207 — "Free Up Some Cash!"
- LC307 — "Imagine the Possibilities"
- LC407 — "Fresh Holiday Dough"
- LC507 — "Good Things Come in Threes"
- LC806 — "Make Giving Easier"
- LC1104 — "Need More Dough for the Holidays?"
- LC103 — "Unlock the Cash"
- LC503 — "Enjoy This Season Like None Before"

Lettercheck Envelopes — 6" x 9" Envelopes Design Number

- LCE108 — "Need a Little Extra Cash?"
- LCE208 — "A Little Extra Dough"
- LCE308 — "Paint Your Dreams"
- LCE408 — "Gift Giving Just Got Easier"
- LCE508 — "Short on Cash?"
- LCE207 — "Free Up Some Cash!"
- LCE307 — "Imagine the Possibilities"
- LCE407 — "Fresh Holiday Dough"
- LCE507 — "Good Things Come in Threes"
- LCE806 — "Make Giving Easier"
- LCE1104 — "Need More Dough for the Holidays?"
- LCE103 — "Unlock the Cash"
- LCE503 — "Enjoy This Season Like None Before"



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Lettercheck Select

Now on certified "green" paper stock

a cost-effective way to promote convenience checks

LettercheckSelect

PSB, The Marketing SuperSource, a leader in high-quality design and printing, introduces its new lettercheck program. LettercheckSelect was created to assist financial institutions in reaching consumers with convenience checks in a cost effective way.

The LettercheckSelect program features pre-printed stock developed around popular themes:

- Personal/Cash Advance Loans
- Back-to-School Loans
- Vacation Loans
- Holiday Loans

Each design includes three elements: letterchecks, pre-written copy and an envelope. All designs are available at any time throughout the year.

Lettercheck Security

We understand the importance of security as it relates to the production and mailing of letterchecks. That's why our standards for protections against theft and fraud are so comprehensive. We have put aggressive systems in place to deal with the following categories:

- Building security
- Postal security
- Software security
- Employee security
- Internet security
- Compliance/audit

Lettercheck Sample



Call your Account Representative for samples of pre-written copy.

LC407 – Lettercheck Design
LCE407 – Envelope Design

- 1. Letterchecks.** All letterchecks are pre-printed in full-color (front only) on 70# Opaque Offset stock. In addition, the back of all checks are pre-printed in black with endorsement and security disclaimers, and housed at PSB's facility. The stock designs and custom solutions are available. Please call for an estimate.
- 2. Copy/Logo.** PSB has created suggested pre-written copy. You may either choose to edit this copy or provide your own. We also MICR encode your checks. Your copy and logo will then be imprinted onto the lettercheck stock during the lettershop process (in black only).
- 3. Envelopes.** Matching 6" x 9" window envelopes complete the lettercheck package (see designs). Envelopes will be customized with your return address and logo.

To request more information or to view samples of LettercheckSelect, go to www.psonline.com/lettercheck. To place an order, please complete the Project Order Form located at www.psonline.com/order.asp. For information on customized lettercheck designs or our state of the art security measures, please contact your Account Representative toll-free at the number below.

877-384-7772 • www.psonline.com

Eco-friendly!
FSC paper stock on all LettercheckSelect Designs for 2009!

Environmentally Friendly



This year PSB is proud to announce the decision to print all LettercheckSelect Letters on FSC*-certified papers. Each letter will carry the FSC logo, which guarantees your concerned readers that the paper was produced from a certified forest. These managed forests ensure that replacement trees are planted in sufficient numbers to offset those cut down for the production of wood-based products. Costs for FSC-certified papers is usually higher, but PSB has absorbed those increases for our LettercheckSelect clients.

*For more information about FSC, visit their website at www.fsc.org.

Print Pricing

ALL INCLUSIVE PRICING**

QUANTITY	Cost per Lettercheck
500-999	\$1.35
1,000-2,499	\$1.05
2,500-4,999	\$0.87
5,000-7,499	\$0.79
7,500-9,999	\$0.76
10,000-12,500	\$0.72

**Postage costs are additional. Minimum order of 500 is required. For quantities above 12,500, please call for an estimate.

Pricing for all quantities includes:

- 8.5" x 14" horizontal letter with 3 checks
- 6" x 9" window envelope with logo, return address and indicia customization
- Suggested copy
- Mailhouse processing: set-up, folding, inserting, MICR encoding and microperforating sorting and post office delivery

NOTE: Prices effective as of 1/1/08. Prices are subject to change. The LettercheckSelect Program is not eligible for PSB's Frequency Purchase Discount - only custom letterchecks may be discounted.

Stock Designs

Lettercheck size: 8.5" x 14" (horizontal)
Envelope size: 6" x 9" (window)

1 "Unlock the Cash"

Letterchecks provide an easy way to tap into a Home Equity Line of Credit. You can use this versatile design to suggest a variety of ideas.

LC103 – Lettercheck Design
LCE103 – Envelope Design
LCE103V – Single Check Layout Available
Mails with LCE 103 Envelope

2 "Need More Dough for the Holidays?"

Who *doesn't* need more dough during the holiday season? These perky graphics are sure to get some smiles – and some great results.

LC1104 – Lettercheck Design
LCE1104 – Envelope Design

HERE ARE OUR BEST SELLING DESIGNS!



GO ONLINE TO SEE OVER 25 DESIGNS!

Ask your Account Representative for details at 877-384-7772 or visit our website at www.psonline.com/lettercheck.

3 "Free Up Some Cash!"

Especially in today's economy, extra cash is hard to come by! This design is sure to grab attention and spark interest.

LC207 – Lettercheck Design
LCE207 – Envelope Design



4 "Imagine the Possibilities"

Showing "the benefit" is always a successful strategy. With this dream-like design, help your consumer envision what is possible!

LC307 – Lettercheck Design
LCE307 – Envelope Design



5 "Good Things Come in Threes"

A positive message communicates that "good things" are just around the corner. Show that anything is possible with these images of auto, vacation and home.

LC507 – Lettercheck Design
LCE507 – Envelope Design



Forestry Stewardship Certified "green" paper stock shows your accounts that you care.