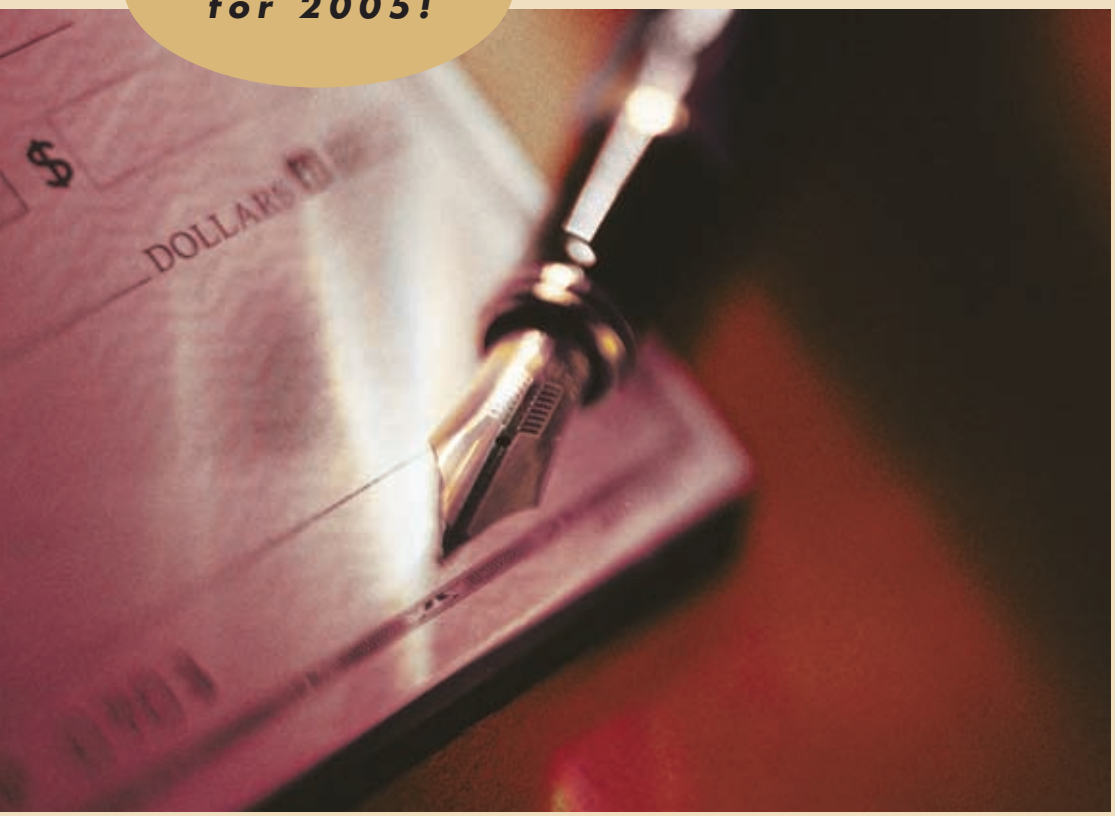
New Designs for 2005!



LettercheckSelect

a cost-effective way to promote convenience checks

PSB | The Marketing SuperSource®

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

*The Lettercheck*Select *program features pre-printed stock developed around popular themes:*

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

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

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 available are shown on adjacent pages. Other 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 in black ink.

To place an order, or to request more information on Lettercheck*Select*, please complete the Project Order Form located on the back of this brochure. For information on customized lettercheck designs, please contact your Account Representative toll-free at the number below.

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
- Softward security
- Internet security
- Postal security
- Employee security
- Compliance/audit

For more information regarding our state of the art security measures, please call your account manager toll-free at the number below.

Toll-Free: 877-384-7772 www.psbonline.com

print pricing

ALL INCLUSIVE PRICING*

QUANTITY	500-999	1,000-2,499	2,500-4,999	5,000-7,499	7,500-9,999	10,000-12,500
Cost per Lettercheck	*$1.25*	*$0.85*	*$0.67*	*$0.63*	*$0.60*	*$0.59*

Pricing for all quantities includes:

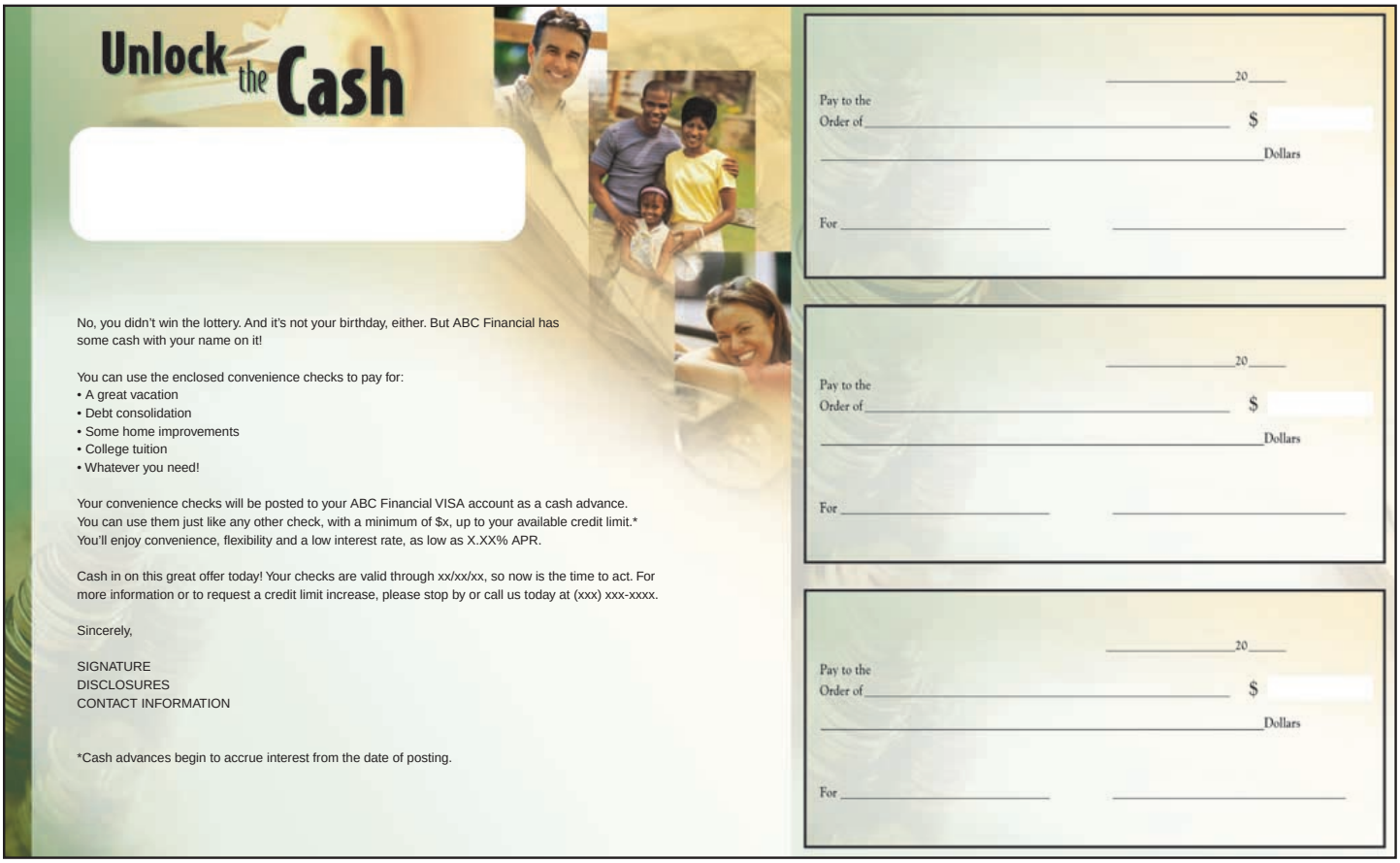
- 8 ½″ x 14″ horizontal letter with 3 checks
- 6″ x 9″ window envelope
- Suggested copy
- Envelope customization (logo, return address & indicia - black only)
- Mailhouse processing: set-up, folding, inserting, sorting and delivery
- MICR encoding and microperfing

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

NOTE: Prices effective as of 1/1/05. Prices are subject to change. The Lettercheck Select Program is not eligible for PSB's Frequency Purchase Discount - only custom letterchecks may be discounted.

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

lettercheck sample



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

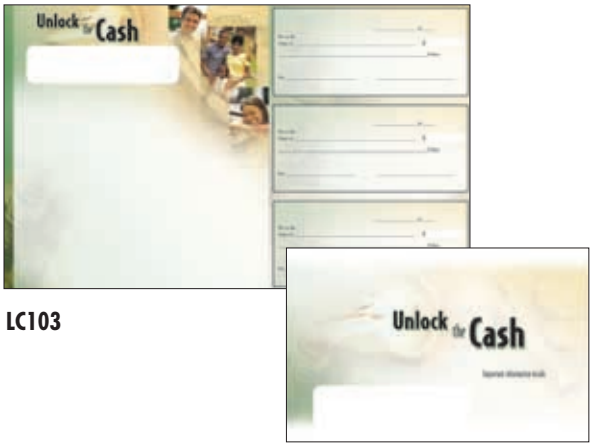
stock lettercheck designs

Custom solutions also available*

Lettercheck size: 8 ½" x 14" (horizontal)
Envelope size: 6" x 9" (window)

LetterCheck*Select*

"Unlock the Cash"



LC103

LCE103

"Your Dreams Are Now Reality"

LC203

LCE203

"Get Away..."

LC303

LCE303

"Back-to-School Help Has Arrived"

LC403

LCE403

"Enjoy This Season Like None Before"

LC503

LCE503

Custom lettercheck* designs can be created.
Ask your Account Representative for details at 877-384-7772.

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

stock lettercheck designs

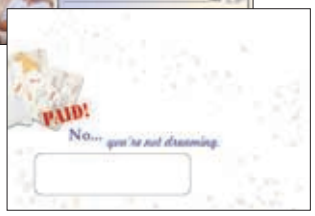
Custom solutions also available*

Lettercheck size: 8 ½" x 14" (horizontal)
Envelope size: 6" x 9" (window)

New Designs for 2005!

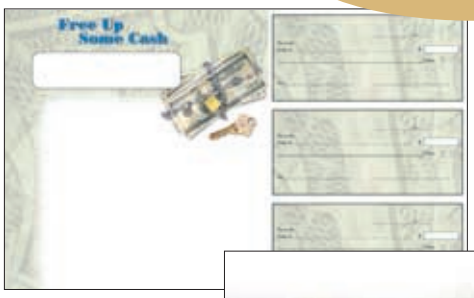
"No... you're not dreaming"

LC605

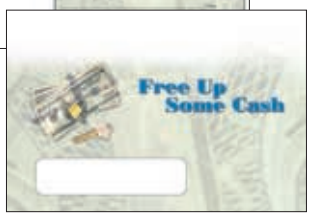


LCE605

"Free Up Some Cash"



LC704



LCE704

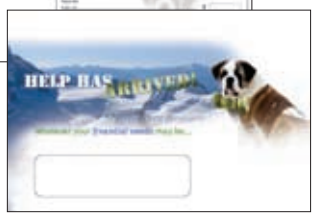
"Got that sinking feeling?"

LC805

LCE805

"Help has Arrived!"

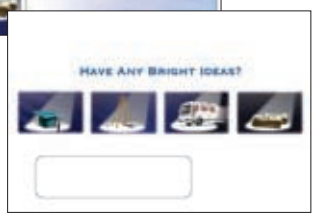
LC905



LCE905

"Have Any Bright Ideas?"

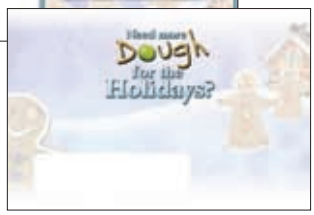
LC1005



LCE1005

"Need More Dough For The Holidays?"

LC1104



LCE1104

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

PSB | The Marketing SuperSource®
26012 Atlantic Ocean • Lake Forest, CA 92630
Attn: _____

Order*Form*

letter check select program

Toll-Free: 877-384-7772
Phone: 949-465-0772
Fax: 949-465-0777
Email: mail@psbonline.com
Website: www.psbonline.com

Please photocopy and complete this form, attach copy edits and/or instructions and fax to 949-465-0777.
Or, order online at www.psbonline.com. Please type or print clearly.
When submitting text files, please email to mail@psbonline.com. Note your project name in the subject line.

customer information

❍ Here is my order ❍ Send me a quote ❍ Send me samples

Organization Name: _____ Today's Date: _____ Date Due: _____

Contact Person/Project Manager: _____ Title: _____

(New Clients Only)
Address: _____ City: _____ State: _____ Zip: _____

Phone: (_____) _____ Ext. _____ Fax: (_____) _____ Email: _____

project description

Letterchecks — 8 ½"x 14" (horizontal with 3 checks)

Design Number		Quantity
❍ LC103	— "Unlock the Cash"	_____
❍ LC203	— "Your Dreams Are Now Reality"	_____
❍ LC303	— "Get Away ..."	_____
❍ LC403	— "Back-to-School Help Has Arrived"	_____
❍ LC503	— "Enjoy the Season Like None Before"	_____
❍ LC605	— "No... you're not dreaming"	_____
❍ LC704	— "Free Up Some Cash"	_____
❍ LC805	— "Got that sinking feeling?"	_____
❍ LC905	— "Help has Arrived!"	_____
❍ LC1005	— "Have Any Bright Ideas?"	_____
❍ LC1104	— "Need More Dough For The Holidays?"	_____

Lettercheck Envelopes — Matching 6" x 9" Envelopes

Design Number		Quantity
❍ LCE103	— "Unlock the Cash"	_____
❍ LCE203	— "Your Dreams Are Now Reality"	_____
❍ LCE303	— "Get Away ..."	_____
❍ LCE403	— "Back-to-School Help Has Arrived"	_____
❍ LCE503	— "Enjoy the Season Like None Before"	_____
❍ LCE605	— "No... you're not dreaming"	_____
❍ LCE704	— "Free Up Some Cash"	_____
❍ LCE805	— "Got that sinking feeling?"	_____
❍ LCE905	— "Help has Arrived!"	_____
❍ LCE1005	— "Have Any Bright Ideas?"	_____
❍ LCE1104	— "Need More Dough For The Holidays?"	_____

Mailhouse Services

Please note: All projects are processed in PSB's on-site mailhouse. Check here if you'd like a formal quote.

❍ Please provide a quote on PSB Mailhouse services

❍ Mail Date _____

Postage (Pre-Sorted)

❍ First Class

❍ Standard

Copy

❍ I'd like to review the existing copy. Please include in first proof.

❍ I'll provide my own copy.

❍ Signature Line copy "Minimum $_____" Good thru _____

MICR specifications

(If you are unsure how your MICR line should be laid out, please contact your item processor.)

58	57	56	55	54	53	52	51	50	49	48	47	46	45	44	43	42	41	40	39	38	37	36	35	34	33	32	31	30	29	28	27	26	25	24	23	22	21	20	19	18	17	16	15	14
															TR										TR																			

⑆ - is the Transit Number symbol - use code "TR"
⑈ - is the On-Us symbol - use code "AR"
X - blank space

14 through 32 (On-Us Field) is the account number assigned - might include branch number and/or check digit.
33 through 43 (Transit Number Field) is the routing symbol and ABA bank number.
44 through 65 (Auxiliary On-Us Field) is used to accommodate checks that contain a MICR Sequential Number with more than four digits - can be used on maximum size checks.

Sample Account Numbers. Please provide 3 valid sample account numbers as they would appear on checks. _____ _____ _____

special services

(Please describe any special requirements. Attach a separate sheet if necessary.)

_____

_____

Attachments: ❍ Hard copy text ❍ Diskette ❍ Email File Name: _____ Other: _____

Please call for instructions to submit files via email (mail@psbonline.com). Questions regarding your order? Call toll-free 877-384-7772, 7 am – 6 pm Pacific Time.

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