

## Esker announces the Availability of its white-brand FlyDoc Online Postal Mailing

**Madison, WI – October 10, 2007** - Esker, the worldwide leader in document process automation, today announces the launch of its FlyDoc white-brand postal mailing distribution program, intended for the world players in the postal mailing market. Already used by Asterion, the Belgian Post Office, for its Clic'Doc service, and Orsid, a subsidiary of La Poste in France, this program is part of the Esker strategy for international expansion based on a Software as a Service (SaaS) model.

Thanks to this new distribution program, Esker makes its FlyDoc technology and its infrastructure available to companies active in the postal mailing market in order to allow them to develop their own online postal mailing service and to thus offer their clients a service for sending mail directly from their computers (e.g. marketing mailings, invoices, registered mail, invitations...).

"In an almost mature on demand mail service market, providers of mailing services need to be able to offer their own solution in order to remain competitive and increase their market share. Thanks to an innovative technology, proven by more than 1,200 companies in the world, today we can offer to quickly equip these companies with an online mailing service without upfront investment, while ensuring them recurring revenues", explains Jean-Michel Bérard, CEO of Esker.

### A Customized Online Postal Mailing Solution

On the basis of payment only for the amount used, Esker offers them a complete application including:

- A virtual printer and a personalized web interface intended for their clients,
- A technical infrastructure that in particular includes some fifty servers to support and process requests from their clients 24 hours a day 7 days a week,
- The support and service necessary to put "on demand" mail facilities in place to provide printing, stuffing, stamping and delivery of mail to the post office.

### A Strategy for International Expansion in the On Demand Mail Market

Based on the "Software as a Service" (SaaS) model, this program is part of Esker's international expansion strategy for the on demand mailing market; a market estimated at more than 800 million letters per day in France alone.

(continued)

After creating mail facilities in France, the United States and in Australia, Esker wishes to develop partnerships with postal organizations or with large printing and folding providers in order to quickly and completely cover all of the industrialized countries. These partners will be able to provide “on demand” mail service in their respective countries, while marketing the FlyDoc service under their own brand name in order to benefit from their name recognition within their own territory.

“Thanks to this experience, we are now able to help our partner companies duplicate the success of FlyDoc within their own territory, both by providing the technological bricks to construct industrial mailrooms, but also marketing and sales support”, adds Eric Thomas, Vice-President for International Business Development.

With this objective, at the beginning of 2007 Esker implemented a team dedicated to its FlyDoc OEM offering, which can provide the major players in the postal mail market preferred access to the FlyDoc platforms.

### **About Esker**

Esker is a recognized leader in helping organizations eliminate manual processes, gain process visibility and control, and reduce the use of paper by automating the flow of documents into, within and out of the organization. With patented document delivery automation software and hosted document delivery services, Esker offers a total solution to automate every phase and every type of business information exchange. Customers achieve significant and immediate operational efficiencies, cost savings and measurable ROI in as little as three to six months. Founded in 1985, Esker operates globally with more than 80,000 customers and millions of licensed users worldwide. Esker has global headquarters in Lyon, France and U.S. headquarters in Madison, Wisconsin. For more information, visit [www.esker.com](http://www.esker.com).

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**Corporate Contact:** Renee Thomas, Esker, Inc. – Tel: 608.828.6140 ▪ Email: [renee.thomas@esker.com](mailto:renee.thomas@esker.com)  
**Investor Relations Contact:** Emmanuel Olivier, Esker S.A. – Tel: 33 (0)4 72 83 46 46 ▪ Email: [olivier@esker.fr](mailto:olivier@esker.fr)

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