

Release instructions: For immediate release

Headline: 21 Grams, the UK postal optimisation company, signed as exclusive UK Distributor for Sword Apak's mail sortation and address cleansing software

Summary: With effect from 1st April 2009, 21 Grams AB and Sword Apak, have signed a Distribution Agreement to enable existing and future Sword Apak customers to benefit from the postal optimisation savings, on average ranging from 4% to 10% savings.

Body:

21 Grams is extremely pleased to announce a new and exciting relationship between 21 Grams AB, a postal management company and Sword Apak, a provider of Mail sortation and address cleansing applications.

21 Grams will become the exclusive UK Distributor for Sword Apak's mail sortation and address cleansing software. 21 Grams is planning to provide Sword Apak customers with the opportunity of upgrading their existing mail sortation solution to a fully optimised 21 Grams PostStream[®] software service, either in house or at their 3rd party print and mail provider.

21 Grams' PostStream[®] optimisation services uses both the 21 Grams iSort[™] server software and Sword Apak's Mailsort software to take full advantage of single postal carrier / multiple tariffs and multiple postal carriers / multiple tariffs available, since the introduction of postal de-regulation in the UK. The table below illustrates the average range of postal savings available using the PostStream[®] iSort[™] optimisation technology:

Postal Spend per annum GBP	Savings % (average)	Savings per annum GBP
1,000,000	10%	100,000
5,000,000	8%	400,000
10,000,000	6%	600,000
20,000,000	4%	800,000

The 21 Grams iSort[™] software system is proven technology which now manages over 10% of the mail in Sweden (being the 1st deregulated market prior to the UK). Last year, in 2008, the 21 Grams postal optimisation solution won the best postal technology award at The World Mail and Express Show.

Sword Apak and 21 Grams will be exhibiting at The Mail & Express Delivery Show 2009 (Stand 23) that takes place at the Novotel Hotel in Hammersmith, London on Tuesday 16th June.

Further information:

Further information can be gained from www.21grams.com or www.sword-apak.com

About:

21Grams was formed in 2004 and provides a number of products and services to the postal industry - they have offices in Sweden and the UK, and currently operate in the UK and throughout Scandinavia.

Contact information:

Tony Edwards
Regional Director UK & Ireland
21Grams Limited
Regus House
Malthouse Avenue
Cardiff Gate Business Park
Cardiff
CF23 8RU

tony.edwards@21grams.com