

Melissa Data Brings Address Check Service To Windows Azure Marketplace

Provides users with real-time U.S. and Canadian address verification - saving money and reducing undeliverable mail

Los Angeles, Calif. [Microsoft Worldwide Partner Conference, booth #206] (July 12, 2011) – Melissa Data Corp, a developer of high performance data quality and address management solutions, today announced that their Address Check Web Service is now available on [Windows Azure Marketplace](#) for Microsoft's Data Quality Services (or any client that embeds the API). Address Check provides real-time address verification and standardization for U.S. and Canadian addresses. Users, from both small and large businesses can easily add Address Check to their applications to save money on postage and reduce undeliverable mail and shipments by cleaning up inaccurate, incomplete, or undeliverable addresses at point of entry.

"Melissa Data's Address Check enables users to easily discover, purchase, and manage premium data subscriptions," said Prashant Ketkar, director of Windows Azure, at Microsoft. "This service is a welcome addition to the Windows Azure Marketplace."

The Address Check service validates address data against the most current reference data from the U.S. Postal Service® and Canada Post. The programming logic used by Address Check is CASS Certified™ by the USPS® – ensuring that the highest quality of data is returned. The service includes DPV®, LACS^{Link}®, Suite^{Link}®, EWS (Early Warning System), and exclusive AddressPlus to add missing apartment numbers for increased deliverability.

"We're proud to be a part of Microsoft's Windows Azure Marketplace," said Bud Walker, director of data quality solutions for Melissa Data. "Now data stewards can initiate powerful address verification, standardization and correction routines with a few clicks of the mouse."

In addition to providing address verification, appending missing ZIP + 4s, delivery points, and identifying addresses vacant 90 days or more, the Address Check service also returns suggestions (with rankings) for invalid or ambiguous addresses and will geocode addresses with accurate latitude/longitude coordinates. The service also includes intelligent entity recognition algorithms that can analyze name and address information from free form or un-fielded text data and assign the contents to the correct output property.

To request a free 30-day trial of Address Check, or for more information, visit <http://www.melissadata.com/datamarket> or call Melissa Data at: 1-800-MELISSA (800-635-4772).