



JOURNAL

Newsflash...

New Feature Added to Website

In an effort to improve service, SDS has added an online customer survey to our website.

To participate, log on to www.sdsexpress.com

SDS Names Len Froio to Fill Vital Position

Froio named as Vice President of Sales

The SDS mission has always been to provide quality personalized service in a customer centered environment. And so when SDS sought to fill the most significant leadership role in Sales, and a critical position in the company, they did not take the search lightly.

A few months ago, the Executive committee at SDS sought to find a person who fit a rigid set of standards: the most crucial of which were that the person had to be a seasoned industry veteran—who had fresh ideas and a passion for his/her work, a commitment to excellence and who held the same core values as SDS, particularly an unrelenting pursuit of personalized service. At the end of the search, SDS found that person. Len Froio will take over the position of Vice President of Sales, effective September 8, 2006. His responsibilities will include direct sales, sales management, and strategic leadership in all selling and marketing efforts.

Mr. Froio received support straight from the President and CEO, Tony Racioppo who said that, "Len Froio brings extensive sales and industry experience to SDS and he is an outstanding addition to the SDS family. SDS continues to grow and Len is being brought on to make sure that we stay competitive, now and in the future. We needed a true leader to head up the selling efforts of the company and we believe that Len is that leader."

Len Froio began his career at UPS and worked there for over 10 years. He was also the Director of sales at IKON Office Solutions for several years and served as an Account Executive at Con-Way Freight. Most recently, Mr. Froio was a Senior Account Executive for Lynden International. Len and wife Gina have been married for 13 years and they have two daughters Alexis and Jillian.



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SDS Info . . .

Corporate Headquarters

52-09 31st Place
 Long Island City, NY 11101
 Phone: (718) 784-5586
 Fax: (718) 472-3441

Newark Facility

263 Frelinghuysen Avenue
 Newark, NJ 07114
 Phone: (973) 621-6010
 Fax: (973) 621-7310

SDS Services

- ◆ Rush Messenger & Trucking
- ◆ Tri-State Same Day Delivery
- ◆ Same Day Domestic Air
- ◆ Worldwide Courier
- ◆ Worldwide Air Freight
- ◆ Worldwide Mail & Fulfillment
- ◆ Mail Distribution to/from the Post Office
- ◆ Interstate Trucking
- ◆ Warehouse Logistics & Distribution
- ◆ Document Destruction
- ◆ Trade Show Management

ALERT

*In the event of telephone service interruption at SDS Corporate HQ, please call our Newark Facility.
 973-621-6010*

INDUSTRY NEWS

Next Generation Barcode Technology gets 2009 Mandate

Washington, D.C.—August 2. USPS Senior Vice President of Intelligent Mail and Address Quality, Charles Bravo announced at the Mailers Technical Advisory Committee quarterly meeting that the four-state barcode will become required by 2009 in order for customers to receive automation discounts—something that bulk mail senders essentially must have in order to make mailing a



The old Postnet/Planet systems...



Will be replaced by the more robust 4-State system

communications option. Although the 4-state barcode is currently used in postal services around the world (most notably with Royal Mail in the U.K. and the Australian Post Office), to date it has been used only on a voluntary basis in the U.S. The 4-state

barcode is the latest offering from the USPS under their intelligent mail program, which began in 2001.

The 4-state system has gained favor in recent years because of its flexibility, particularly its ability to encode alpha-numeric characters and to correct errors. In fact, the benefits are so apparent that it is expected that the 4-state barcode will eventually replace the current Postnet and Planet barcodes, which are predominant today.

The Postnet and Planet barcodes are two separate systems made up of two lines that allow sorting, tracking, and other value added services. The new barcode encompasses the capabilities of the current two systems, but into one simple code that not only requires less space, but can hold three times more data. It also allows mailers to track up to one billion pieces of mail at a time compared to the current capacity of one million unique pieces.

Elissa Racioppo Honored with Prestigious Award



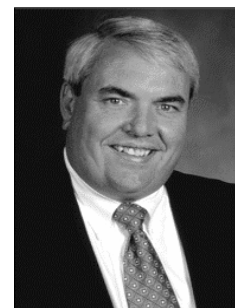
Racioppo was recognized for new teaching methods

June 2006—Elissa Racioppo, the daughter in-law of Tony Racioppo, was recognized with a state-wide award for distinguished teaching. The New York State English Council recognizes select teachers who have introduced innovative methods into their classrooms that have had measurable effects on their student's success as well as providing insight to their peers. The 2006

Educator of Excellence award reflects the genuine dedication and care these educators have for their profession and who have furthered the excellence of the nation's schools. This award will be presented at a ceremony on Friday, October 20th in Albany, New York. This will be NYSEC's 56th annual conference and the theme will be "*Words—Purveyors of Hope*".

National PCC Day 2006

Dallas, Texas—The annual National PCC Day will be held on September 20, in a city known for doing things big. The Postmaster General, John E. Potter and other top USPS executives are scheduled to make speeches during a live nationwide televised broadcast. To take advantage of this educational and networking



PMG John E. Potter

opportunity contact Sandy Calos of the Greater New York PCC Chapter at sandra.calos@usps.gov for more information. The Greater NY PCC meets the third Wednesday of each month at the James A. Farley Building, 380 West 33rd Street, Room 4500.

SDS Appointed as Official Carrier

August 2006—*SDS Global Logistics, Inc.* was designated as the preferred shipping carrier for the 22nd Annual Mayoral Conference on Alzheimer's Disease for the third consecutive time. This conference will be held at the Jacob K. Javits Center in Manhattan on Tuesday, October 31, 2006. Contact Maribel Egipciano, VP Worldwide Operations at 718-784-5586 Ext. 2 for shipping details.

EVENTS and HAPPENINGS

FREE WIRELESS ACCESS IN NYC

New York City—The New York City Parks Department began a program in Summer 2006 which allows park users to access free Wi-Fi service within ten major New York City parks. A company called Wi-Fi Salon, in partnership with Nokia, will handle the installation of the technology, which was expected to be completed by the end of August 2006. Parks designated for this technology upgrade include Central Park, Prospect Park, Flushing Meadows-Corona Park, Pelham Bay Park, and other locations. Wi-Fi is short for wireless fidelity, which refers to a local area network which uses high frequency radio signals to send and receive data over short distances. The technology enables users of mobile phones, lap-tops, and PDAs/ Smart Phones to browse the internet, download files, and use email at designated hot spots. Until recently, these hotspots had typically been available only at Universities, fee-based internet cafes and in other limited locations. This program will now make the technology available to thousands of new users at no cost. In the past, Wi-Fi hot spots were plagued with security problems, but Wi-Fi Salon has been on the record as saying that it has made security a major priority of the project. The extent of that security promise, while ambiguous, was apparently enough to win over a security minded administration at the



Mayor's office. Residents within a close proximity of one of the free Wi-Fi hot spots may be able to pick up the frequency for home use at no cost. Currently Wi-Fi frequencies reach about a 200 foot radius. Experts have been stating for some time that this technology is expected to create a profound change in the wireless telecommunication industry, because many cell phone plans from companies like Vonage and Skype are now coming with VoIP (Voice over Internet Protocol) which allows users to make calls over Wi-Fi networks. This change could (and according to many analysts, probably will) channel users away from cell phone networks run by communications giants like T-Mobile, Cingular, Sprint, and Verizon because those customers will be able to make most of their calls for as little as half the current cell phone charge—or in many cases, for free. Cell phone companies, however, do not

appear overly concerned at this point because they see opportunity in gaining market share from landline companies through the VoIP networks they already have in place. For more information on other locations within NYC that will offer free access to Wi-Fi, log onto www.nycgovparks.org.

Client Appreciation

Max USA recognizes SDS's Efforts

SDS appreciates when a client acknowledges the high quality personalized service we work to demonstrate on a daily basis because it is so unusual for someone to take the time to express their satisfaction. We thank Alen Issagolian from MAX USA CORP. for his kind remarks about Maribel Egipciaco and the entire SDS team.

July 20, 2006

The success of any warehousing and storage company depends solely on two essential aspects: the ability to make things happen and the professional and knowledgeable people to do it. At SDS Global Logistics that is exactly what you will find. You can count on them to provide all of your warehousing needs from quick and easy worldwide shipping to reliable storage for whatever products you need taken care of. Every one of the SDS employees is fully trained to ensure all of your specific needs are met.

I would personally like to thank all the SDS employees for all their hard work and dedication; especially Maribel Egipciaco for the great work she provided MAX USA CORP. throughout the years. I have never met a more knowledgeable individual in the shipping and freight forwarding industry. Thank you again and keep up the good work!

Alen Issagolian, MAX USA CORP.

UPCOMING EVENTS

Greater New York PCC
National PCC Day:
Sept. 20
Monthly Meetings:
Oct. 18, Nov. 15
Holiday Reception:
Dec. 6
Contact:
Sandra.Calos@usps.gov

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NY Metro/NE Region Periodicals Focus Group
Oct. 12
JAF Building, NYC
Contact:
james.j.gorman@usps.gov

◆

IFMA
Sept. 28, Nov. 14
Toolbox Luncheon
Contact:
www.ifmagny.org


TIPS from Us to You



Searching for a quicker route to your residence or special event? ATIS assists NYC residents in getting through their everyday commute as fast as possible. It allows users to view still images or streaming videos of many traffic points throughout the city in real time. For more information, log on to www.nyctmc.org.

Did you know that you can manage your mail with the click of your finger tips by logging onto www.usps.com? If you wanted to notify the post office of a change of address, to redeliver a package you missed, and more, just head to USPS' website.

Stolen or lost MetroCards are insured if you use your credit, debit, or ATM card to make the purchase at a MetroCard vending machine. To file a claim, call 212-MetroCard (212-638-7622) if you ever found yourself in this predicament.



Daylight Savings Time Ends October 30, 2006
Turn Clocks Back One Hour



Remember September 11, 2001
A Day We Will Never Forget

2006/2007 Postal Holidays

There will not be any mail pickups on the following holidays. Should you require **special** pickup on any of these days, please call Ray Mendoza at (718) 784-5586 x 3 and if possible, he will make the necessary arrangements.

Holiday	Day	Date
Columbus Day*	Monday	October 9, 2006
Veterans' Day*	Saturday	November 11, 2006
Thanksgiving Day	Thursday	November 23, 2006
Christmas Day	Monday	December 25, 2006
New Year's Day	Monday	January 1, 2007
Martin Luther King's Day	Monday	January 15, 2007
President's Day	Monday	February 19, 2007
Memorial Day	Monday	May 28, 2007
Independence Day	Wednesday	July 4, 2007
Labor Day	Monday	September 3, 2007

* SDS is open on these holidays

SDS Milestones

Happy Anniversary To:

Tony Racioppo	31 years
John Zahorodny	14 years
Nelson Sanchez	9 years
Dania Lora	7 years
Albert Amador	6 years
Ray Mendoza	6 years
Ada Torres	6 years
Bruce Betts	5 years
Gerald Sarro	4 years
John Hanlon	3 years
Maribel Egipciano	2 years
Erike Pereira	2 years
Lewis Burgess	1 year
Manuel Rodriguez	1 year
Errol Walker	1 year
Roberto Ruiz	1 year
Luis Melecio	1 year
Richard Brandford	1 year

Happy Birthday To:

Paul Blue	09/03
Kevin Brown	09/04
Wayne Campbell	09/05
Richard Dias	09/11
Errol Walker	09/13
James Mitchell	09/16
Dennis Mohammed	09/17
Reginald Knight	09/19
John Zahorodny	09/29
Ralph Perez	10/06
Ernest Saunders	10/06
Curtis Lewis	10/08
Albert Decou	10/19
John Racioppo	10/24
Tony Racioppo	10/28
Burgess Lewis	11/01
Michael Sun	11/01
Reinaldo Mendoza	11/08
Nelson Sanchez	11/08
Luis Martinez	11/10
Ronald Samuels	11/14
Aroldo Blanco	11/20