

6 March 2003

**Please Join ESCHER GROUP and AN POST for a
Cocktail Reception at SAMSARA on 12 MARCH 2003**

Dear [ReporterName],

Ten years ago, An Post set out to revitalise its postal counters business. Their goals were to offer Irish citizens a broader variety of services from their local postal outlets, decrease wait times, improve customer service, and generate additional revenue.

Following the implementation of a counter automation solution powered by Escher Group's Riposte® platform, An Post has accomplished every one of those goals — with many more new services and innovations yet to come.

On **Wednesday, 12 March 2003**, Escher Group will host a cocktail reception to honour An Post's achievements and to commemorate the 10th anniversary of the first Riposte installation.

We cordially invite you to join us at SamSara (mezzanine bar) on Dawson Street, D2, at 6:00 p.m., to celebrate An Post's success and the technology that helped to make it possible.

Throughout An Post and Escher Group's 10-year relationship, both organizations have championed critical business process change and business-driven technological innovation. At the same time, An Post has maintained a strong customer focus, dramatically expanding its service offerings to address customer needs and working to make its counters business better, faster, and more reliable.

Over the past decade, An Post has achieved significant increases in the volume of transactions carried out at the Post Office counter — nearly 40% — exceeding their own estimates.

Throughout the global postal community, An Post has been recognised as a symbol of ingenuity for its ability to identify shifts in demand in the marketplace, adapt to these shifts, and turn them to profit. More importantly, An Post has leveraged its counters network to provide a multitude of vital, postal and non-postal transaction services to the public at a local level.

We hope that you will be able to join us at SamSara on 12 March at 6:00 p.m. Kindly RSVP to me by 11 March at +353 1 671 3185 or keith.lacy@eschergroup.com. We look forward to seeing you then.

Kind regards,

Keith Lacy
Marketing Manager