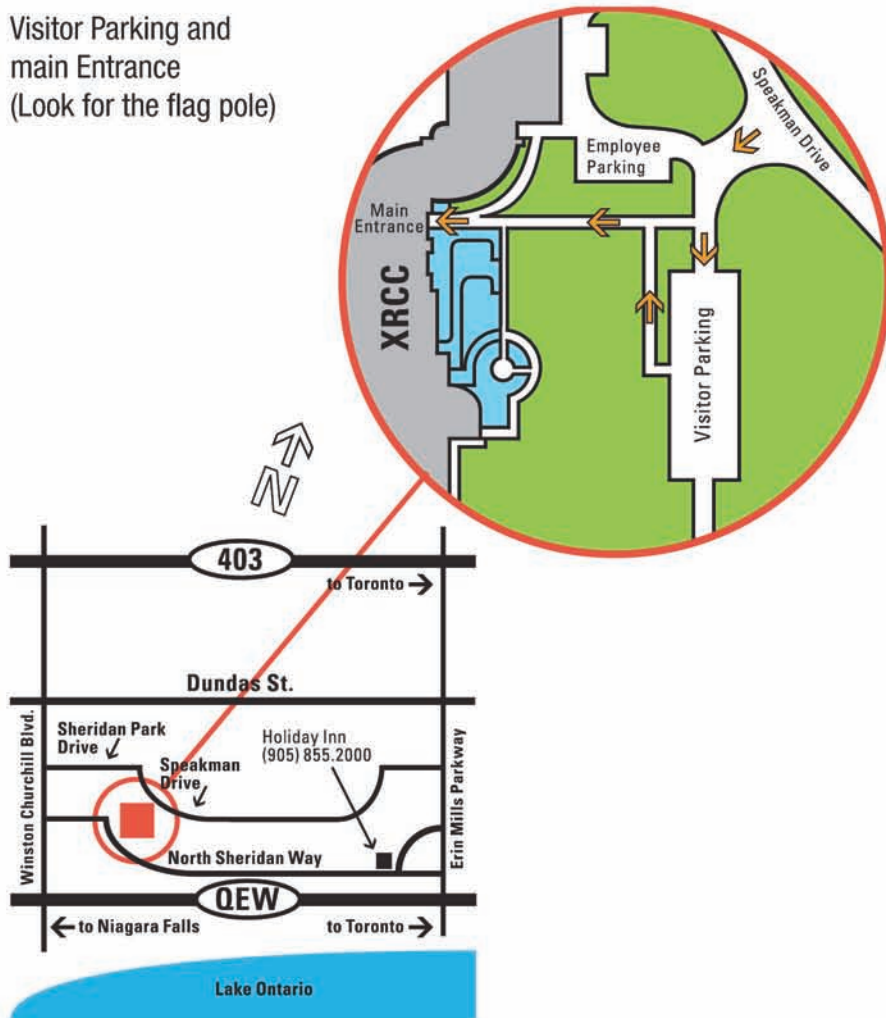


Directions to **neXus**
 at the Xerox Research Centre of Canada
 2660 Speakman Drive, Mississauga Ontario
 905.823.7091

Visitor Parking and
 main Entrance
 (Look for the flag pole)



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The 1:1 Lab Proof of Concept Unveiling the latest Pilot Results



Join other **senior executives**
 for a **unique and inspiring event** at **neXus**
 at the Xerox Research Centre of Canada
Tuesday, October 24, 2006

Dedicated
to helping
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work

8:00 a.m.
Registration and continental breakfast

8:30 a.m.
Welcome & introduction
Speaker: Jim Doherty,
vice president Central Operations, Xerox Canada

8:40 a.m.
neXus Overview
Speaker: Chuck Sperling, manager neXus, Xerox Canada

8:50 a.m.
“Direct Marketing Solutions - Consumer Attitudes to Direct Mail”
Speaker: George Spagnuolo, director, Sales Strategy, Direct Marketing, Canada Post

9:20 a.m.
Short Break

9:30 a.m.
“Xerox 1:1 Lab Proof of Concept - Unveiling the latest pilots results”
Speaker: Helene Blanchette, national marketing manager, Xerox Canada
Guest Speaker: Bob Pente, chief strategist, Terminal Van Gogh
The 1:1 Lab and unveiling the results for: Tourism BC, Solidarity Fund QFL, Readers Digest

10:30 a.m.
Break

10:45 a.m.
Xerox Future Technology
Dr. Peter Crean, senior fellow, Xerox Innovation Group

11:45 a.m.
Wrap Up

12:00 p.m.
Lunch: meet the partners: “learning and ‘how to”
1:1 Lab partners & Canada Post will host a discussion on how to produce effective One-to-One direct marketing mail campaigns

Demonstrating the Power of Personalization

Tuesday, October 24, 2006
neXus
at the Xerox Research Centre of Canada
Mississauga, ON

8:30 am – 1:00 pm

Are your Direct Marketing Programs yielding the results you desire? Join us to learn about the Proof of Concept that the Xerox 1:1 Lab has delivered to the Canadian market.

The Xerox 1:1 Lab Program, launched in 2005, provides a learning environment for selected corporations to test and compare the results of data driven 1:1 direct mail marketing campaigns with traditional direct mail.

Through the power of personalized colour marketing, the 1:1 Lab dramatically redesigns print communication for participating companies and their direct mail marketing campaigns. Heritage Education Funds Inc., Tourism BC, Solidarity Fund QFL, and Reader’s Digest are just a few of the selected companies that have enjoyed the impact of the program and have learned to apply 1:1 marketing to their direct mail marketing campaigns.

The event will kick off with a “Welcome & Introduction” by Jim Doherty, vice president Central Operations, Xerox Canada Ltd.; George Spagnuolo, director of Sales Strategy, Direct Marketing for Canada Post will then host a presentation on “Consumer Attitudes to Direct Mail.” Presentations will continue to follow with H el ene Blanchette, national marketing manager of Graphic Communications Group, Xerox Canada and Bob Pente, chief strategist of Terminal Van Gogh on the latest “1:1 Lab Pilot Results.” As an added bonus, guests will enjoy a sneak preview of future technology by Dr. Peter Crean, senior fellow, Xerox Innovation Group.

Seating is limited so don’t miss this chance to learn more about the Xerox 1:1 Lab.

To attend or find out more about the Xerox 1:1 Lab Proof of Concept event:
Contact your Xerox Sales Rep and/or
Email Colette.Totino@xrcc.xeroxlabs.com to register today

