

EC Ramping up 2009 Trade Show Schedule

More Focus on Regional Industry Shows

Eastern Connection is beginning their 2009 Trade Show schedule with a lot of changes in store. In previous years, show attendance was minimal and nationally based. This upcoming year, EC's marketing strategy has changed to focus on a smaller more targeted demographic at regionally-based industry shows.

Eastern Connection currently has 11 shows on the schedule this year, all but two of which are based within the EC footprint. In June, look for Eastern Connection at the CT B2B Expo in Hartford, CT, the NJ Dental Association's Annual Convention in Atlantic City, NJ, and at the Internet Retailer Conference in Boston, MA.

For a complete listing of shows where Eastern Connection will be in attendance, visit www.EasternConnection.com/Events.



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Digital Service Guide Launch

In mid-March, Eastern Connection continued its campaign for a greener work environment by announcing the launch of a digital-only service guide. This effort is beneficial to both the environment and Eastern Connection customers, as now the digital Service Guide can be updated on a more frequent basis to include the most relevant customer information.

EC is the Official Delivery Sponsor for a Summer AHA Event

Eastern Connection is proud to announce that we are the "Official Delivery Sponsor" of the American Heart Association's 2nd Annual Lawyers Have Heart 5K Road Race. This event, hosted by the AHA, is taking place on June 11, 2009 from 7:00-10:00pm at the Moakley Courthouse in Boston, MA. 1,500 individuals involved in the Boston-area legal industry are anticipated to attend.

Eastern Connection is committed to continuing our support of charitable activities and organizations, and the American Heart Association has provided many wonderful opportunities for us to do just that. Each February, in honor of our own anniversary, we have provided pro bono deliveries for the AHA's "Wear Red Day", an event dedicated to highlighting the dangers and causes of heart disease.

This year, we were presented with a great occasion to volunteer our time and effort for a good cause. (Excerpted from their website) "The Lawyers Have Heart Road Race takes a critical step toward raising vital funds and awareness of heart disease and stroke, both of which profoundly affect the legal profession." During the event, Eastern Connection employees will be both running the 5K and volunteering at the bag check, as well as collecting AHA race donations throughout the months of May & June. We are also providing EC trucks to serve as the event bag check, and providing pro bono race packet deliveries prior to race day.

We believe in this great cause, and wanted to spread the word. For more information about the event, or about how to sponsor Eastern Connection's runners to benefit the AHA, please visit www.LHHBoston.org or <http://ttes.kintera.org/lawyershaveheart/easternconnection>.

USPS 2009 Rate Increase

Effective Monday, May 11, rates increased for standard mailing services. The price of a first-class stamp has increased by 2 cents to now cost 44 cents. Forever stamps purchased prior to May 11 are valid everywhere with no need for additional postage.