



NATIONAL FLOOD INSURANCE PROGRAM

Bureau and Statistical Agent

W-02030

MEMORANDUM TO: Write Your Own (WYO) Principal Coordinators and
NFIP Servicing Agent

FROM: WYO Clearinghouse

DATE: May 1, 2002

SUBJECT: May 2002 Direct Mail Campaign

This month, direct mail packages targeting insurance agents and consumers will be mailed in states prone to hurricanes and tropical storms. Both packages provide information about the NFIP and the importance of National Flood Insurance. A sample of both packages will be mailed to you.

Both packages encourage recipients to respond to get a copy of the free *National Flood Insurance Guide*. Readers may respond either via the reply coupon or toll-free number.

MAIL DATES

The mailing to an estimated 160,000 agents will begin about May 15. The mailing to approximately 1,400,000 consumers is scheduled for May 29. Delivery can be expected up to 15 days after mailing.

TARGET AREAS

This campaign is targeted to 32 markets in hurricane- and tropical storm-prone states. The markets and states are listed below.

Alabama: Mobile-Pensacola, Birmingham

Connecticut: Hartford-New Haven

District of Columbia: Washington DC

Florida: West Palm Beach-Ft. Pierce, Miami-Ft. Lauderdale, Ft. Meyers-Naples, Jacksonville-Brunswick

Georgia: Savannah, Atlanta, Macon

Louisiana: New Orleans

Maine: Portland-Auburn

Maryland: Baltimore

Massachusetts: Boston

Mississippi: Jackson, Columbus-Tupelo-WestPoint

New York (NJ): New York

North Carolina: Charlotte, Raleigh-Durham

Pennsylvania (DE, NJ): Philadelphia

Rhode Island: Providence-New Bedford

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is the Bureau and Statistical Agent for the National Flood Insurance Program

South Carolina: Charleston SC, Columbia-Jefferson City, Greenville-Spartanburg

Texas: Houston, Dallas-Fort Worth, San Antonio, Austin

Virginia: Norfolk-Portsmouth-Newport News, Roanoke, Richmond

Please alert your agents to the mailing so that they can respond appropriately to consumer questions and concerns.

cc: Vendors, IBHS, FIPNC, WYO Marketing Committee,
Government Technical Monitor

Suggested Routing: Marketing, Underwriting