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To Our Valued Clients:

October 7, 2009

Drivers License Renewal Reminder Service Now offered

During a press conference on Wednesday, October 7th, Registrar of Motor Vehicles Rachel Kaprielian announced that the Registry of Motor Vehicles (RMV) has partnered with Sendza, Inc. of Marlboro, MA to allow Massachusetts License and ID holders to "opt-in" to a License and ID renewal reminder service.

In her announcement of the new service, the Registrar said: "The RMV has partnered with a private electronic messaging service to deliver courtesy notices that tell customers the month before their driver's license expires and is due to be renewed. RMV customers can join this service free of charge and decide how they want to be notified -- by email, phone or text message. The reminder notices will be sponsored, which enables the RMV to provide this service at no cost to the Commonwealth.

"We are particularly excited about our ability to offer this new customer convenience for a number of reasons:

1. The RMV Reminder Service is a no-cost solution that restores courtesy notices which the RMV eliminated last December in order to realize \$800,000 in savings.
2. The RMV Reminder Service is a centerpiece of the reform effort underway to unite our agencies under a new Mass DOT mantle of providing quality customer service through innovation and efficiency.
3. The RMV Reminder Service can be expanded in the future to provide personal electronic notices for other RMV services such as registration renewals, Mass Vehicle Check inspection renewals and license and registration suspensions."

The RMV's partner in the RMV Reminder Service is Sendza, a comprehensive "new media" messaging service. License and ID holders in Massachusetts may elect to use the reminder service by registering at either the RMV or Sendza website:

<https://secure.rmv.state.ma.us/RMVReminder/intro.aspx> or <http://marmv.sendza.com>.

The RMV Reminder Service went live October 7, 2009. We encourage you to opt-in, since only those who opt-in will receive reminders.

The Massachusetts Association of Insurance Agents has cautioned both the RMV and Sendza that the data collected from the Reminder Service opt-ins should be protected in the same way that the Federal Driver Privacy Protection Act requires the RMV to protect other personal data contained in its records.

Very Truly Yours

DeSanctis Insurance Agency, Inc.