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Zairmail Delivers; Company Business and Marketing; Brief Article

Grandma doesn't have e-mail, and you're tired of going to the post office? Try Zairmail, a new hybrid service from Zairmail. Just log in to my. zairmail.com, type your letter, and designate a recipient.

Zairmail prints your letter and sends it by U.S. Mail.

The company says most letters will be delivered within a couple of days. In our tests, however, delivery times varied from one to three weeks.

Nonetheless, the service is free-sort of. Zairmail bundles a page of targeted advertising with your letter, based on the interests you specify for the recipient and information pulled from a consumer database. Alternatively, you can pay around 50 cents for your letter to be delivered without advertising.

When deciding on whether to fork over the change, keep in mind that your correspondents may not appreciate the deluge of junk mail that may result from your "free" letter. Even so, we're sure that Grandma would love to hear from you.