



POSTAL NEWS

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USPS ADDS TOOLS TO BUSINESSES' MARKETING KIT

WASHINGTON, D.C. - Companies and organizations looking for ways to promote their products and services have a new tool for their marketing kit, an easy-to-understand guide that tells them how to best use the retail, discount and online services of the Postal Service.

A Guide to Mailing for Businesses and Organizations — available in hard copy and on the Internet — provides step-by-step information demonstrating ways to effectively send postcards, letters and packages to customers, while saving on postage with discount mail services.

"The Guide is one of the best resources we offer for small and medium volume mailers," said Stephen Kearney, Vice President, Pricing and Classification. *A Guide to Mailing for Businesses and Organizations* will make mailing easier and more efficient because it is specifically designed around how customers perceive and use the mail. It is packed with tips and suggestions." Kearney added, "Smaller companies and nonprofit organizations using the mail every day will better understand how to utilize our cost-effective marketing and fulfillment tools to help grow their businesses."

The U.S. Postal Service began mailing copies of the guidebook to customers in mid July. It's divided into three sections. The first shows the advantages, costs and preparation for retail mailing services and includes information on adding extra services for proof of deposit, protection in transit, and confirmation of delivery. The second section outlines discounted business mail. To claim these rates, mailers must have a minimum quantity and must do some additional work — typically mail preparation and

transportation — to make it easier for the Postal Service to handle their mail. In return for performing this work, customers receive a rate discount reflecting the costs saved by the Postal Service.

Lastly, the book discusses online mailing services — those services that postal customers can access from their computers. These services combine the speed of the Internet with the effectiveness of traditional mail. To tour the guide, go to the Grow Your Business section of the Postal Service website, www.usps.com.

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that makes deliveries to about 140 million addresses every day and is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$66 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world.

The U.S. Postal Service delivers more than 43 percent of the world's mail volume - some 203 billion letters, advertisements, periodicals and packages a year - and serves seven million customers each day at its 38,000 retail locations nationwide.