



POSTAL NEWS

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POSTAL SERVICE MOVES TO YEARLY NATIONAL POSTAL FORUM

WASHINGTON, DC –The U.S. Postal Service is moving to a once-a-year National Postal Forum (NPF) in order to strengthen and enhance the content of programming offered to customers and those in the mailing industry.

This means the Spring 2004 NPF – scheduled for May in Seattle, WA – will be canceled so organizational planning can focus on developing new program content and workshops that provide more value, to more people, in a more efficient way. The next NPF will occur in September, 2004, in Washington, DC.

In announcing the decision, Chief Marketing Officer and Senior Vice President Anita J. Bizzotto said, “This change is an outgrowth of the Transformation Plan, where we envision a continuous search for new and better ways to conduct business and to make events, such as the NPF, more meaningful for customers.” The Transformation Plan is a blueprint designed and created by the Postal Service to successfully carry out its long-standing mission of providing affordable universal service. It can be found at www.usps.com.

At the Fall 2004 Forum, there will be summit events and symposiums covering topics important to customers in businesses of all sizes within the mailing industry. The symposiums will contain content and value for the complete spectrum of corporate-level executives, from Marketing and business-decision makers, to mail room managers.

In addition, there will be new workshops and event tracks highlighting the many ways mail can bring solutions to 21st century business needs. Improved workshops will focus on using the mail efficiently, and better integrate postal Sales, Marketing and

Operations staff into forum activities to help customers take advantage of what they learn.

The National Postal Forum (NPF) is a not-for-profit educational corporation, established in 1968 by a group of major postal customers/mailers who were committed to an ongoing partnership with the Postal Service. The Forum's goal, then as now, has been to provide education to business mailers and communication/feed-back between the U.S. Postal Service and its business customers for a more responsive and efficient mail communications system.

Since the first meeting in 1968, the format and frequency of Forum meetings each year have undergone a number of changes, varying from annual Forums to regionally-focused Forums meeting up to five times per year. National Postal Forums since 1990 have been held twice a year at various locations throughout the United States.

The NPF and the U.S. Postal Service work closely together as partners to provide the most comprehensive and educational platform possible for meeting the needs of the mailing industry.