

FOR IMMEDIATE RELEASE
April 15, 2004

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News Release No. 04-023
www.usps.com

AWARD WINNING WEBSITE GETS A MILLION HITS DAILY

WASHINGTON, D.C. – The U.S. Postal Service’s website, www.usps.com, received 176 million customer visits last year and today gets more than a million visits a day, a clear indicator more customers are going online to access Postal Service information, products and services.

“This growth is due largely to the valuable information, products and services like Click-N-Ship®, the extremely popular online resource that lets customers calculate rates, print labels and mail packages,” Vice President of Product Development Nicholas Barranca told the U.S. Postal Service Board of Governors at their monthly meeting today.

The most recent upsurge in activity has resulted from promotion of the Postal Service Click-N-Ship online capability, its alliance with eBay for access to USPS.com and the next –day, Carrier Pickup online-service offering, Barranca said

With Click-N-Ship, customers can go online, print shipping labels, with or without postage, at any time of the day and receive electronic confirmation services, he added.

“We launched a hugely successful awareness campaign – Click –N–Ship Week – March 22 through March 26,” said Barranca. “It involved more customer demonstrations in Post Offices nationwide, direct mail promotion and a media blitz,” he added.

The Postal Service plans to continue its strategy of making it quicker, easier and more convenient than ever for customers to access its products and services, while taking costs out of the postal system.

“The value of USPS.com is that it provides convenient access, when, where and how customers want it. It empowers customers and saves them time and money. It makes it easier for customers to do business with the Postal Service and improves our bottom line,” Barranca added.

USPS.com has been recognized with following awards: eGov “Governance” Excellence Award, Grace Hopper Government Technology Leadership “Gracie” Award, Nielson NetRatings Top 10, Customer Respect Group, #1 Transportation and Logistics Industry, Building Inroads to Technology Show; Excellence “Client Software Award” and eGov “Explorer” Award.

The Postal Service Transformation Plan at USPS.com includes strategies for taking cost out of the business while improving efficiency. The plan embraces fundamental long-term transformation to include changes in postal business and operations that will affect customers and employees. This transformation will help the Postal Service secure a future for universal mail service at affordable rates and give it the tools to protect regular mail and ensure a sound national system well into the future.