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**Postal Service Website Makes It Easier
For Businesses To Use Reply Mail**

WASHINGTON – Mailers who use Business Reply Mail and Courtesy Reply Mail have a new tool to help them build and maintain customer relationships. The Postal Service’s popular website, usps.com, has been expanded to help mailers design, create and manage mailings using these popular services, a senior U.S. Postal Service official said today.

“The primary reason that businesses and organizations use the mail is to get people to respond,” said Nicholas Barranca, the Postal Service’s vice president for Product Development, at the National Postal Forum, the nation’s largest mailing industry trade show and conference, held this week in Washington, D.C.

By visiting www.usps.com/replymail, businesses and organizations can design and create Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) for downloading directly to their printers. The website contains helpful information designed to let mailers get the most from these services.

The website also lets customers obtain ZIP+4 Codes for their BRM and CRM mailings. In addition, BRM customers who are served by PostalOne! Offices can apply for BRM permits and pay BRM service fees.

“By providing internet access, we are adding even more value to both types of reply mail,” said Bob Otto, vice president of Information Technology for the Postal Service.

Business Reply Mail allows customers to respond to mailings and offers by using preaddressed, prebarcoded envelopes – without the need for them to apply postage, according to Barranca. Mailers using Courtesy Reply Mail provide their customers with preaddressed, barcoded reply envelopes.

More information can be found on www.usps.com/replymail.