



FOR IMMEDIATE RELEASE
September 30, 2004

Contact: Media Relations
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News Release No. 04-065
www.usps.com

RECORD ATTENDANCE AT NATIONAL POSTAL FORUM REFLECTS RECORD INTEREST IN THE VALUE OF MAIL

WASHINGTON, DC – Knowledge and innovation in using the mail to effectively market to – and communicate with – customers drew a record number of mailing industry professionals interested in learning about the value of mail as a business tool to the Nation’s Capital Sept. 19-22 for this year’s National Postal Forum.

Held in the new Washington Convention Center, the four-day Forum drew more than 6,300 attendees; featured three General Sessions; five all-day symposiums; and more than 100 workshops and special sessions. Sixty percent of the workshops offered were brand new and focused on how publishers, retailers, package shippers, financial institutions, and government agencies could add impact and value to the mail they generate.

And the value of mail? “Mail is all about staying in touch with customers,” Postmaster General John E. Potter told thousands of Forum attendees at the Opening General Session. “It’s about reaching out to *new* customers. It’s about personalization. It’s about the convenience of having a message delivered to your door.”

According to Susan Alvarado, National Postal Forum chairman, the National Postal Forum is the mailing industry’s premier educational and networking event for mailing industry professionals to keep pace with changes in the mailing industry.

“The Forum offers an extraordinary opportunity for mailing industry leaders and Postal Service officials to discuss growth opportunities in the mail and marketing community,” says Anita Bizzotto, Postal Service chief marketing officer and senior vice president. “And the Forum allows everyone – from small-office/home-office business owners to industry representatives from the nation’s largest corporations – to discover how technology is revolutionizing the mailing industry.”

In addition, Bizzotto says, attendees are able to network with other industry leaders and learn about the newest products and services the U.S. Postal Service provides.

Drawing some 6,300 attendees, and more than 800 registrants to five symposiums, the National Postal Forum:

- Offers an improved once-a-year format;
- Provides a broader range of educational content;
- Features the latest in mailing technology in an expanded exhibit hall; and,

- Generates unparalleled networking opportunities

“Our mission is to assist the Postal Service in building relationships with and educating mailers in the most effective and efficient use of the products and services offered by the U.S. Postal Service,” said Alvarado.

The next National Postal Forum will be held March 20-23, 2005, in Nashville, TN.