



# POSTAL NEWS

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## **REDESIGNED DOMESTIC MAIL MANUAL DEBUTS AT INDUSTRY TRADE SHOW**

Washington, D.C. – The dramatically redesigned "Mailing Standards of the United States Postal Service" (DMM 300) will be released at the 2005 National Postal Forum (NPF), the nation's leading mailing industry trade show in Nashville, TN, March 20-23. The DMM 300, which focuses on the needs of large volume mailers, postal employees and customers who require access to all mailing standards, will be given to registered Forum attendees beginning Sunday, March 20 and throughout the event while supplies last. The DMM 300 builds on the success of the industry award winning DMM 100, "A Customer's Guide to Mailing," and the DMM 200, "A Guide to Mailing for Businesses and Organizations."

Information contained within the DMM 300 has been restructured and renumbered, helping users find information they need to make mailing decisions easier than ever. Mailers will find standards organized around shape of mail, class of mail, and topic.

"Making mailing standards easier to understand helps our customers make better decisions on the processes they use to create mail pieces and the services they select to send those pieces," explains the Postal Service's Chief Marketing Officer Anita J. Bizzotto. "The DMM 300 is another example of our responsiveness to customer needs and offers the clarity and easy-to-use format that the mailing industry has sought."

The National Postal Forum will offer four special sessions, "The New DMM System - Get Inside," to help attendees get the most from this dramatic redesign.

### **About the Forum**

Participants who obtain the DMM 300 at the National Postal Forum will each be given a Priority Mail Flat-Rate box to ship the publication back to their homes or offices. Six exhibitors have volunteered to donate the \$7.70 flat rate postage per mailing to a limited number of Forum participants. Those vendors and the number of mailings that each will provide are: Pitney Bowes, 1,000; Neopost, Hasler, and Stamps.com, 300 each; FP Mailing Solutions, 250; and Endicia, 100.

National Postal Forum 2005 will offer five all-day symposiums, more than 50 new workshops and four new specialty tracks. It will feature a closing dinner and private concert by country music star Sara Evans. Former Secretary of Homeland Security Tom Ridge will be guest speaker at Wednesday's general-session luncheon. In addition, the Postal Customer Council will sponsor a networking reception at one of Nashville's more popular tourist attractions, the "Wildhorse Saloon", and Monday's keynote address will be by Postmaster General John E. Potter. Registration information is available at [www.npf.org](http://www.npf.org) and 703-218-5015.

Whether participants' interests lie in mail center management or direct marketing, in hearing the latest news about rates or meeting the decision-makers of the United States Postal Service, the world's largest, the return on Forum registration will be substantial. Participants will obtain valuable information on how mail and the mailing industry are changing and how they can benefit with that information.