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DOMESTIC MAIL MANUAL 300 REACHES 3100 ATTENDEES
AT MAILING INDUSTRY TRADE SHOW

Washington, D.C. – The Domestic Mail Manual 300 (DMM) made its debut at the leading mailing industry trade show, the National Postal Forum, in Nashville last week, and if customer acceptance is any measure, it was as welcome as a country song.

More than 3100 Forum goers received the inaugural copy of the publication. Most chose to take advantage of the opportunity to mail them ahead at no cost. Six vendors volunteered to provide postage for more than 2200 Priority Mail Flat-Rate Boxes.

"We're delighted with customers' reaction to this offering," said Vice President of Pricing and Classification Steve Kearney. "It created quite a buzz at the Forum."

The online version of the DMM 300 has also been revamped for easier viewing and use. It can be viewed at <http://pe.usps.gov>; however, both versions reduce time-consuming cross referencing, making ease-of-use the watchword.

Memphis, TN, attendee Charles Hunt noted of the redesigned DMM 300, "For the first time, periodicals are demystified."

Formally titled "Mailing Standards of the United States Postal Service," the DMM 300 focuses on the needs of large-volume mailers, postal employees and customers who require access to all mailing standards. Information in the publication 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.

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."