



# POSTAL NEWS

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## **POSTAL SERVICE RECOGNIZED INTERNATIONALLY FOR BEST INDUSTRY PRACTICES**

WASHINGTON, D.C. – The U.S. Postal Service has been honored with four awards recognizing excellence in the postal sector at the sixth annual World Mail Awards event held recently in Brussels, Belgium. Acknowledged as leaders in customer service, innovation, e-Commerce and security, the Postal Service was cited as setting the highest standard for the mailing industry.

The Postal Service was represented at the event by Charles Bravo, Senior Vice President of Intelligent Mail and Address Quality. Awards were presented in nine categories ranging from eCommerce to marketing were presented by Triangle Management Services, founders of the World Mail Awards program.

"It's a great honor to be recognized for our industry practices," said Bravo. "We hope that by sharing what we've learned, we can benefit other postal administrations."

Two of the four awards presented to the Postal Service went to the organization's Intelligent Mail and Address Quality team. Recognized for excellence in customer service was the team's development of quick, easy and convenient ways for customers to change their addresses with the USPS – online at usps.com and by phone at 1-800-ASK-USPS. As before, customers can also change their addresses via hard-copy forms available in Post Offices.

Additionally, the intelligent mail team was acknowledged for innovation in its development of advanced barcodes, which provide mailers with greater accuracy and efficiency in mail delivery.

In the e-Commerce category, the USPS marketing group's online service offering, Click-N-Ship, was recognized. Millions of customers have gone to the Post Office that never closes at usps.com to meet a vast range of their shipping needs – from calculating postage rates, to obtaining shipping labels, to arranging for carrier pick up of their parcels.

The Postal Service's Inspection Service received the security award for its multi-media awareness campaign that educated customers about mail-related crimes. The team developed a series of DVDs and brochures about mail and telemarketing fraud and identity theft

The awards event was attended by nearly three hundred senior mail industry executives from around the world.