



FOR IMMEDIATE RELEASE
January 30, 2006

Contact: Media Relations
202-268-2155
News Release No. 06-006
www.usps.com

LEADING MAILING INDUSTRY TRADE SHOW JUST AROUND THE CORNER

Washington, D.C. – Professionals striving to improve their businesses' bottom lines won't want to miss this year's National Postal Forum, U.S. Postal Service officials said today. The nation's premier mailing industry trade show, to be held at the Gaylord Palms Resort and Convention Center in Orlando, FL, Apr. 2-5, is expected to attract more than 6,500 participants.

"Through this year's Forum offerings, participants will learn how to use mail as a total customer relations management tool," said Postal Service Vice President, Customer Service Susan Plonkey. "They'll be shown how to enhance their marketing acquisitions by using the mail to stay in touch with customers, as well as how to use the mail as an effective advertising medium," added Plonkey.

The 2006 National Postal Forum will offer 135 workshops; 4 full- and half-day symposiums, networking opportunities, the industry's largest exhibit hall, and keynote addresses by both Postmaster General John E. Potter and baseball's Hall of Famer and former Baltimore Oriole Cal Ripkin, Jr. A closing night banquet and private concert by southern rock band, Little Feat, will cap off the four-day event.

Early-bird registration discounts are available, as are discounts for industry associations and organizations from which multiple employees attend the event. Registration and information is available at www.npf.org/reg6 and 703-218-5015.

About The National Postal Forum

The National Postal Forum (NPF), a not-for-profit educational corporation, was established in 1968 by a group of major postal customers/mailers who were committed to an ongoing partnership with the United States Postal Service. The Forum's goal, then as now, is to provide education to business mailers and communication/feedback between the USPS and its business customers for a more responsive and efficient mail communications system.

Since 1775, the Postal Service and its predecessor, the Post Office Department, has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that visits more than 144 million homes and businesses every day and is the only service provider delivering to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of \$70 billion, it is the world's leading provider of mailing and delivery services, offering some of the most affordable postage rates in the world. The U.S. Postal Service delivers more than 46 percent of the world's mail volume—some 212 billion letters, advertisements, periodicals and packages a year—and serves seven million customers each day at its 37,000 retail locations nationwide.