



POSTAL NEWS

FOR IMMEDIATE RELEASE
March 23, 2006

Contact: Media Relations
202-268-2155
News Release No. 06-020
www.usps.com

DYNAMIC SPEAKERS DELIVER TO PARTICIPANTS AT LEADING TRADE SHOW FOR ADVERTISERS, MAILERS

Washington, D.C. – Participants in this year's leading trade show for advertisers and mailers – the National Postal Forum – will be treated to keynote speeches by leaders in the industry, as well as by a legend in the world of baseball, U.S. Postal Service officials said today.

Postmaster General John E. Potter will kick off Monday's events, April 3, delivering a keynote speech highlighting accomplishments and the challenges the Postal Service and mailing industry face.

Activities for Tuesday, April 4, will begin with keynote speeches from Deputy Postmaster General and Chief Operating Officer Pat Donahoe and Chief Marketing Officer and Executive Vice President Anita Bizzotto. They will discuss how the Postal Service continues to make mail a better value than ever, as well as the importance of mail to customers as an integral part of their advertising and marketing mix.

Next, baseball great, former Baltimore Oriole Cal Ripkin, Jr., will take center stage to entertain, enlighten and inform participants at the Wednesday, April 5, general session and luncheon.

"Among the many educational and networking opportunities this year's Forum will provide," said Susan Plonkey, vice president of the Postal Service's customer service department, "we'll have some pretty heavy hitters speaking at the event's three general sessions."

The 2006 National Postal Forum – which is expected to draw some 6,500 attendees – will offer more than 120 workshops, 4 symposiums, and the industry's largest exhibit hall. A closing night banquet and private concert by the legendary band, Little Feat, will cap off the event.

Discounts are available 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.