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HOLIDAY HELP IS ON THE WAY

Postal Service's shipping and mailing guide reaches 110 million households

Washington, DC – Running out of time? Running out of patience? Check the mailbox this week and open the Postal Service's Holiday Shipping and Mailing Guide for helpful solutions to some of the season's challenges.

The guide is filled with customer-friendly information on the Postal Service's most popular products, services and time-saving features, including free package pickup, Click-N-Ship labels and desktop postage, options for mailing across the country and overseas and recommended mailing deadlines.

"Everyone can use a little extra help around the holidays. We know that customers want more choices and convenience to help manage their time, especially this time of year," said Anita Bizzotto, chief marketing officer and executive vice president. "The Holiday Guide is one more way for us to help families enjoy the best the season has to offer."

The six-panel guide is designed to resemble the popular hobby of scrap-booking, with borders of holiday ornaments and tree lights, ribbons and bows, and snowmen and snowflake cutouts.

The Postal Service issued its first guide in 2004. Independent consumer research showed that nearly 40 percent of those surveyed remembered receiving and seeing the guide and that more than two-thirds of those consumers used the information in the guide.

More than 110 million copies will be delivered to every residential household this week.

All of the information contained in the Holiday Shipping and Mailing Guide also can be found at **USPS.com/holiday**, with links to each of the products and services, including:

- Pay postage, print shipping labels and request free package pickup
- Buy holiday and commemorative stamps
- Add insurance and Delivery Confirmation
- Order free shipping supplies
- Send greeting cards and gift cards
- Find Post Office locations and hours

"Almost anything you can do at a Post Office you can do online at USPS.com," Bizzotto said. "This holiday, the Post Office comes to you."

Since 1775, the Postal Service and its predecessor, the Post Office Department, have 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 7 million customers each day at its 37,000 retail locations nationwide.