



POSTAL NEWS

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Two Veteran Postal Service Executives Named Officers *Positions Created to Support Reorganization*

WASHINGTON, DC — Postmaster General John E. Potter has named Pritha Mehra vice president of Business Mail Entry and Payment Technologies and Maura Robinson vice president of Pricing. These newly created positions are the latest in the Postal Service's reorganization efforts to leverage competitive opportunities resulting from recent changes in federal law.

On July 1, Potter announced that he had created two new divisions, Shipping and Mailing Services and Customer Relations, and strengthened another, the Office of Intelligent Mail® and Address Quality. All are intended to position the Postal Service to meet the challenges ahead.

Mehra will be responsible for an end-to-end, mail flow visibility strategy as well as for a seamless process for mail acceptance, payment, and delivery using standardized Intelligent Mail barcodes, continuous tracking, and mail-quality feedback in real time. She will report to Tom Day, senior vice president of Intelligent Mail and Address Quality.

Robinson's duties will include pricing all postal and non-postal products and services, and providing analytical support and evaluation of all contract pricing and new product initiatives. She will report to Stephen Kearney, who was recently promoted to senior vice president of Customer Relations. Kearney served previously as vice president of Pricing and Classification.

"Pritha and Maura have both demonstrated their abilities to identify and understand the needs of our customers in a changing environment," said Potter. "Their leadership skills will be invaluable as we continue to make the strategic changes necessary to help us improve service and increase market share."

In her previous position, Mehra served as manager of Marketing Technology and Channel Management, where she led significant technological changes in business mail acceptance processes. She began her Postal Service career in 1990 as a computer programmer.

Formerly, Robinson was manager of Pricing Systems and Analysis, where she was instrumental in management of the Postal Service's price changes and the transition to a new regulatory environment. She began her Postal Service career in 1998 as an economist.

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An independent federal agency, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 146 million homes and businesses, six days a week. It has 37,000 retail locations and relies on the sale of postage, products

and services, not tax dollars, to pay for operating expenses. The Postal Service has annual revenue of \$75 billion and delivers nearly half the world's mail.