



FOR IMMEDIATE RELEASE  
Sept. 15, 2008

## POSTAL NEWS

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Release No. 07-091

### **U.S. Postal Service Website Gets a Makeover** *New usps.com Features Simplified Layout and Easier Navigation*

WASHINGTON, DC — The Postal Service's award-winning website *usps.com* just got better. The simplified and easier to navigate site launched today with a new look and feel aimed at even further improving customer satisfaction and ease of use.

Customers visiting the new and improved *usps.com* homepage will notice less clutter and easier-to-find links to the products and services they use most, including online shipping, package pickup and shipping supplies. In addition to the cleaner design, graphics highlighting the most popular product and service offerings will help customers more easily navigate the site and find the information they need.

These changes are the first step towards improving the site. Before the redesign, the Postal Service's website ranked fourth among all government agencies, according to an August report from the Brookings Institution. Brookings ranked 61 government sites based on their effectiveness at using interactive features to engage the public and provide services. In addition, *usps.com* made *BtoB Magazine's* 2008 list for "The 10 Best Internets for BtoB Customers."

"We are committed to making *usps.com* one of the best government websites, and one of the best websites in the nation," said Robert Bernstock, president, Shipping and Mailing Services. "These changes help guarantee that our website is relevant, customer-focused and, most important, easy to use."

*usps.com* features sections for both consumers and businesses – large and small. Consumers can calculate prices, find a ZIP Code, locate a Post Office, track and confirm mail delivery, print shipping labels and request free package pickup. The *usps.com* business section includes information on Post Office locations, creating direct mail, shipping services as well as supplies and payment options and tools.

"*usps.com* is the ultimate Post Office," Bernstock said. "Almost anything you can do at a Post Office, you can do online at *usps.com*."

*usps.com* is one of the most frequently visited government sites, averaging more than 386 million visitors each year and close to 1.2 million visitors each day.

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**Please Note:** For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at [www.usps.com/communications/newsroom/welcome.htm](http://www.usps.com/communications/newsroom/welcome.htm).

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.