



POSTAL NEWS

FOR IMMEDIATE RELEASE
April 15, 2003

Contact: Media Relations
202-268-2155
Release No. 032
www.usps.com

POSTAL SERVICE, MAILING INDUSTRY TASK FORCE HIGHLIGHT ACCOMPLISHMENTS AT NATIONAL POSTAL FORUM

NEW ORLEANS, LA — The U.S. Postal Service and the Mailing Industry Task Force (MITF) yesterday highlighted achievements made in the past six months in a progress report issued here at the National Postal Forum. Deputy Postmaster General John M. Nolan and Gary M. Mulloy, Chairman and CEO of ADVO, Inc, gave a joint presentation to Forum attendees that included a recap of recommendations set forth by the MITF in its 2001 report, titled Seizing Opportunity, and the steps and actions the Postal Service has taken to address those recommendations. Several industry CEOs and Postal Service officers from the MITF also participated in the presentation.

“We continue to work together to ensure the success of the mailing industry,” said Nolan. “We’ve shared knowledge, resources, and strategic thinking to meet the task force’s objectives of better responding to customer needs, making mail more competitive, and helping unify this industry.”

The recommendations were to improve address quality, support the development of intelligent mail, build a competitive postal pricing strategy, enhance postal payment systems, design consumer gateway services, standardize mail preparation and optimize the postal network. Progress on recommended actions continues at an impressive pace as Task Force members have been very focused on achieving results and the Postal Service drives to accomplish its Transformation Plan.

“We remain focused on how best to work together with the Postal Service for mutually beneficial results,” said Michael Critelli, Chairman and CEO of Pitney Bowes and co-chairman of the MITF with Nolan in comments included in the progress report. “We continue to build upon the knowledge-sharing and collaboration that have been the hallmarks of the Task Force process.”

The update —the third since October 2001— outlined the development of the Postal Service and mailing industry programs and initiatives. Among the achievements highlighted in the Task Force progress report —available online at www.usps.com— are as follows:

- **Address Quality**
A test sponsored by the Task Force has led to several initiatives designed to improve how the Postal Service uses its database to successfully forward mail, and how address correction information is captured. Other achievements include the publication of a Federal Register notice on changes to Move Update requirements to help reduce Undeliverable-As-Addressed mail volume, the launch of the Postal Automated Redirection System (PARS), implementation of preprinted address change service codes, improved communications around addressing and change of address best practices and promotion of the Internet Change of Address program.
- **Intelligent Mail**
The launch of CONFIRM, a tracking and reporting service for letter mail, and the heightened emphasis on intelligent mail by the Postal Service have been highlights of the past six months. An intelligent mail strategy built around the Postal Service's "OneCode Vision", increased customer input, and expanded infrastructure development continued to shape a foundation for the future of intelligent mail.
- **Consumer Gateway Services**
Development of gateway services to enhance ease of use, increase access, and leverage postal assets continued in earnest the past six months. The announcements to expand the self-service platform kiosks and introduce an online shipping tool are the most recent news.
- **Preparation and Entry Standardization**
The Postal Service, with the Task Force's encouragement, began to implement a series of operations and process standardization initiatives supported by the Mailers' Technical Advisory Committee (MTAC) and the Postal Service's Product Redesign efforts.
- **Network Optimization**
Over the past six months, the Postal Service has finished construction of a system-wide database and completed its first-phase modeling effort to analyze costs, capacities and volume flow for each mail processing facility. This effort has now led to a second phase to determine "right-sizing" opportunities for the postal network.
- **Enhanced Payment Systems**
The Task Force support for a web-based, scalable technology platform for an enhanced Postal Service payment system helped move it from the conceptual to its initial deployment. *PostalOne!* has been launched with its full suite of features to be developed over the next 18 months.
- **Competitive Pricing Strategy**
Development of a Postal Service corporate pricing plan continued in the past six months, with defined strategic principles, targeted pricing through a negotiated service agreement and an experimental niche classification.

(more)

The Mailing Industry Task Force is a cross-industry group formed in the spring of 2001 with the support of Postmaster General John Potter. Co-chaired by Nolan and Critelli, the Task Force published their initial report in October of that year —*Seizing Opportunity*— calling on the mailing industry and the Postal Service to bring about change to enhance the strength and vitality of the mailing industry into the future.

Additional information on the Mailing Industry Task Force can be found online at www.usps.com/strategicdirection/mitf.htm, and additional information on the National Postal Forum can be found online at www.nationalpostalforum.org.