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TRANSLATION OF CUSTOMER'S GUIDE EASES MAILING FOR CHINESE AMERICANS

WASHINGTON, DC – The Postal Service this month is making available a Chinese translation of “A Customer’s Guide to Mailing” to coincide with the celebration of the Chinese Lunar New Year--The Year of the Monkey. “A Customer’s Guide to Mailing” is a self-help booklet that guides customers through the mailing process and helps them choose the best products and services to meet their most routine and urgent mailing needs. The 24-page booklet provides clear, concise information, including illustrations, tips, and real-life examples.

Originally published in September 2002, it was created by the Postal Service to serve the needs of the 7 million people who visit post offices each day who are looking for simplification, faster service and less stressful ways to manage their household business.

“What sets this apart from other manuals created by the Postal Service is that it reflects the needs and questions of the people who have to use it – our customers. We recognize that for a significant segment of the American people, English is a second language. The Chinese translation of the Customer’s Guide is just another enhancement of our mandate of universal service to all Americans,” said Anita Bizzotto, Chief Marketing Officer for the Postal Service. There are more than 2.4 million Chinese-speaking Americans, many of whom speak their native language at home. “A Customer’s Guide to Mailing” was also published in a Spanish-language version last fall.

"A Customer's Guide to Mailing" also directs customers to the many on line services available on the Postal Service' web site, www.usps.com, where they can buy stamps; print mailing labels, look up ZIP Codes, calculate postage rates, and prepare package for mailing from their home or office.

It also includes helpful information about changing an address, putting mail on temporary hold, and choosing extra services such as Insurance or Delivery Confirmation.

“A Customer’s Guide to Mailing” is the first step in a series of books that will become the redesigned *Domestic Mail Manual* (DMM). Other books in the series focus on beginning and small bulk mailers, small businesses and nonprofit organizations; and professional mailers.

The Chinese version of “A Customer’s Guide to Mailing” will be available in select Post Offices this month. The English and Spanish-language versions are in Post Offices now. The English edition may also be found at the Postal Service web site, www.usps.com.