



POSTAL NEWS

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Contact: Joanne Veto
202-268-3118
joanne.m.veto@usps.gov
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Marketing 'Notes' Extended for Additional Year *U.S. Postal Service Governors Issue Decision on Repositionable Notes*

Washington, D.C. — The life of a unique little marketing tool has been extended, mirroring the impact and purpose it has when used with a direct mail piece or other advertising tool.

The U.S. Postal Service Governors accepted the recommendation of the Postal Regulatory Commission to extend for one year the test on Repositionable Notes (RPNs), a program that allows “sticky notes” to be placed on the outside of cards, large letters, catalogs, magazines and newspapers.

The extension sought to further test market demand and interest at the current price points of ½ cent per piece for First Class Mail and 1 ½ cents per piece for Periodicals and Standard Mail plus the cost of postage.

RPNs have been described as “billboards for a business’ mail,” because of their unique look and the fact that RPNs can be removed from the mailpiece and placed on computers, refrigerators or checkbooks as reminders of the business and company using them.

RPNs are removable, 3-inch by 3-inch paper advertising messages that leave a lasting impression and generate sales and repeat business for companies. Business owners, advertising agencies and marketing professionals use RPNs to add power and impact to their direct mail piece. RPNs help position mail as an innovative medium that can be the cornerstone of a marketing mix and can be affixed to First-Class Mail, Periodicals and Standard Mail.

Since the service first was introduced in April 2005, more than 1,500 customers have used RPNs on almost 247 million pieces of mail.

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An independent federal agency, the U.S. Postal Service is the only delivery service that visits 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 to pay for operating expenses, not tax dollars. The Postal Service has annual revenues of \$73 billion and delivers nearly half the world's mail.