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Bernstock Appointed President of New Postal Service Shipping, Mailing Services Division

WASHINGTON, DC — Postmaster General John E. Potter has named Robert F. Bernstock, a corporate leader with some 30 years of executive management experience, as the president of a newly integrated product-focused Postal Service division, Shipping and Mailing Services.

"Bob is a proven leader and particularly well prepared to help us meet the challenges ahead," Potter said. "This is a dramatic change in direction for the Postal Service as the structure we're putting in place will position us to take advantage of the opportunities offered by the new Postal law, while maintaining the viability of our core products."

Shipping and Mailing Services will include the newly created position of senior vice president of Mailing Services as well as the vice presidents of Expedited Shipping, Ground Shipping and Sales. They will bring together all postal product management, product development and commercial sales, creating a division responsible for more than \$70 billion in annual postal revenue.

Bernstock started his career as an assistant product manager with General Foods Corp. after completing his M.B.A. from the Harvard Business School. Since then, he has served as executive vice president, Campbell Soup Co.; president, chief executive officer and board member, Vlasic Foods International; president, chief executive officer and member of the Board of Directors, Atlas Commercial; senior vice president and general manager, the Dial Corp.; and president and chief operating officer, Scotts Miracle-Gro Co.

Most recently he has been chairman and chief executive officer at Securesheet Technologies. Bernstock also serves as a director on a number of public company boards, including Nutrisystem, the Pantry and KBL Acquisition Corp. IV.

Potter said the products division will have active and integrated roles in pricing, operational support, service enhancements, partnerships and investment activities.

He added, "Bob has a proven record of building businesses and delivering revenue while driving down costs. His addition is a perfect complement to the strong team that's already in place. Bob's commitment to excellence will allow us to build on the record of service the nation's postal customers have come to expect."

Bernstock, 57, is married with four grown children.

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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 \$75 billion and delivers nearly half the world's mail.