



POSTAL NEWS

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U.S. Postal Service Beefs Up RIBBS Website

Resource for Business Mailers Offers Addressing Solutions From A to Z

WASHINGTON — Helping business mailers improve their address quality so that they can reach their valued customers is nothing new for the Postal Service. The agency has been doing that for years with its RIBBS website: ribbs.usps.gov.

Finding the information business mailers need just got easier.

The enhanced site now has site indexes that are searchable from A to Z or by topic. Improved print capabilities and drop-down menu navigation also provide easy access to the Postal Service's many products and services that can help business mailers standardize, validate and update their address data.

For example, the site offers information about CASS Certified™ software, which can help mailers standardize their addresses with correct abbreviations and spellings. This allows each element of the address to be matched against the Postal Service ZIP+4® database, enabling assignment of a ZIP+4 code, a prerequisite for barcoding and receiving cost-saving automation discounts.

The site also offers mailers several solutions to validate that their addresses are actual delivery points and other solutions to ensure that addresses are updated when people move.

Links to Intelligent Mail® services and the Flat Sequencing Strategy are also available on RIBBS.

"Cost-effective and timely delivery of every mailpiece depends on valid addresses that contain complete and accurate address elements," said Alice VanGorder, manager of Address Management. "And the Postal Service is here to help."

To learn more about the Postal Service's suite of address cleansing products, visit ribbs.usps.gov or call the National Customer Support Center at 800-238-3150.

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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.