



# POSTAL NEWS

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## **USPS ASSISTS SMALL BUSINESSES EVERYWHERE**

WASHINGTON, DC — Key mail products and services available from the U.S. Postal Service are targeted specifically to the priorities and needs of small and home-based businesses. Many tools available to help small businesses attract, fulfill, retain and grow their enterprises can be found conveniently at local post offices or on the Internet at [www.usps.com](http://www.usps.com).

“Small businesses are the powerful cornerstones of every community,” said Pat McGee, Manager, Market Development. “From shipping with Priority Mail to tips on Direct Marketing, we provide the crucial components a small company needs to survive — especially in today’s challenging economy. With the upcoming changes in telemarketing, the power of the mail is greater than ever before.”

According to the Small Business Administration, there are more than 22 million small businesses in the United States. With the creation of a “Small Business Tools” link, the Postal Service’s web site, [www.usps.com](http://www.usps.com), is fully integrated to support small business customers. The link takes customers to sites where they find services to help them advertise and build their business, meet customer demands and increase customer loyalty. With [www.usps.com](http://www.usps.com), the Post Office is open 24 hours a day, seven days a week, 365 days a year, providing solutions for the mailing needs of small business customers:

- 1. Shipping Options:** From Priority Mail to Express Mail and more, the Postal Service is the one source for all package shipping needs. [www.usps.com](http://www.usps.com) offers signature confirmation as well as Global Express Guaranteed, which services over 200 countries and territories. What’s more, businesses are increasing their profits by using Click-N-Ship, a service that allows customers to create and print customized shipping labels, complete with postage and Delivery Confirmation free of charge, from their desktop computer. Need to delivery to a PO box to reach an important customer? No problem, the Postal Service is the only delivery company that reaches PO boxes.
- 2. Advertising Solutions:** When the family playroom becomes a full-fledged mailroom, USPS DirectMail offers interactive choices needed to help plan, design, print and send out direct mailing all with the click of the mouse. NetPost Mailing Online allows a business to complete a First Class, Standard or Nonprofit mailing directly from the desktop computer. To top that, with NetPost CardStore high-quality custom greeting card mailings are created directly from at the desktop computer. After the address list is uploaded, the Postal Service handles everything within 24 hours — from printing to mailing.
- 3. Business Solutions:** No need to take time out of a busy workday to buy stamps: PC Postage allows direct purchasing of postage online. Bills for PC Postage can be received, viewed and paid electronically. Send Money, another feature similar to an electronic money order, allows customers to send money from their checking or money market account to another person’s account — perfect for web sites that sell merchandise. eMerchandise Return Service makes returning merchandise to the participating e-tailer easy and convenient for consumers. It enables customers to download postage-paid, plain-paper Priority Mail labels using their own computer and printer. They may return the product to the sender by handing it to a local mail carrier or dropping it off at the Post Office.

**4. General Solutions:** Look up zip codes; buy stamps and stamp products online. Track Express Mail packages and use the Domestic and International Rate Calculator to find out how much shipping will cost to any address nationally and internationally.

**5. The Business Guide to Mailing:** The Business Guide to Mailing made its debut in June 2003 and was demonstrates the best mailing solutions for small businesses and organizations. It was created through user-focused research, so the solutions have been tested and refined by actual small business owners. The Business Guide to Mailing is available in post offices around the country and on [www.usps.com](http://www.usps.com).

In recognition of National Small Business Week, September 15-19, 2003, individual post offices around the country may offer seminars, conduct open houses, and/or provide free information to business customers.

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that makes deliveries to about 140 million addresses every day and is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$67 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world.

The U.S. Postal Service delivers more than 43 percent of the world's mail volume — some 203 billion letters, advertisements, periodicals and packages a year - and serves seven million customers each day at its 38,000 retail locations nationwide.