



POSTAL NEWS

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202-268-2155
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USPS TO ANNOUNCE MAILING TEAM'S FINDINGS AT NATIONAL POSTAL FORUM

WASHINGTON, D.C. – Some of the best ideas from some of the top minds in the delivery business will come to the fore at next month's National Postal Forum when members of the Mailing Industry Task Force (MITF) report on the findings of the group's comprehensive, two-day brainstorming sessions held in late June.

Representatives of the MITF, a public/private partnership between the U.S. Postal Service and mailing industry corporations, will present initiatives that support their common goals of stimulating mail revenue growth and increasing mail's effectiveness. And the country's largest mailing industry trade show, the National Postal Forum, will serve as the appropriate backdrop for this summary.

The material to be revealed was compiled by the four-year-old MITF at its Innovation Summit, at which executives from more than two dozen of the nation's leading companies met to discuss a variety of initiatives. The group identified more than 300 ideas designed to achieve MITF goals and narrowed that list to 90 which will be further explored. "This Innovation Summit is a good first step toward building an innovation development process that works," said USPS Chief Marketing Officer Anita Bizzotto. "To get the true flavor of what the group is about and where the industry is heading, mailers won't want to miss this year's National Postal Forum."

Once the ideas have been further analyzed and ranked, they will be assigned to one of the three working groups of the Task Force: Intelligent Mail and Address Quality, Pricing and Payments, and Products/Services/Gateway. These groups have already been working on a number of revenue-related initiatives that will be shared at this session.

The Task Force had previously identified eight areas of focus including improving address quality; promoting "intelligent" mail; optimizing the postal network; standardizing mail preparation; developing "consumer gateway" services; creating enhanced payment systems and a competitive pricing strategy; and forming a CEO-level industry council.

The MITF will make its report Sept. 19-22 at the National Postal Forum in Washington, D.C. Participants can register online at www.npf.org.