

FOR IMMEDIATE RELEASE  
September 23, 2004

Contact: Media Relations  
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News Release No. 04-064  
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**TASK FORCE DESCRIBES INNOVATION PROCESS AT  
NATION'S LARGEST MAILING INDUSTRY TRADE SHOW**

WASHINGTON, D.C. – The Mailing Industry Task Force (MITF), a public/private partnership between the U.S. Postal Service and the mailing industry, is moving to support two broad strategic objectives: to stimulate mail channel revenue growth and to make mail more effective.

The 2004 National Postal Forum in Washington, D.C., attended by more than 6,000 people, provided the setting for an MITF panel report about the group's new activities which includes the launch of a new business development process, the Innovation Incubator Initiative. Panel member Anita Bizzotto, chief marketing officer for the U.S. Postal Service, hailed the launch which occurred during a two-day Innovation Summit held earlier this year. This group identified more than 300 ideas designed to achieve MITF goals and narrowed that list to several which will be explored.

MITF is co-chaired by John Nolan, the U.S. Postal Service Deputy Postmaster General and Michael Critelli, chairman and chief executive officer of Pitney Bowes, Inc. "The collaborative process we've created continues to be a model for a successful public/private partnership," said Critelli.

Other activities reported by the panel include the restructuring of MITF into subcommittees for three areas of strategic focus: Intelligent Mail and Address Quality; Payment and Pricing; and New Products/Services/Gateway. Members of the first subcommittee believe Intelligent Mail can stimulate overall growth. Similarly, improved Address Quality will make mail more valuable by improving its deliverability. Members of the Payment and Pricing subcommittee are entrusted with looking beyond the current horizon to develop and investigate ideas of interest to the mailing industry. And the New Products/Services/Gateway subcommittee, charged with leveraging customer contact and identifying strategic activities, has embarked upon a set of initiatives that consider the value that mailers and their customers gain from the mail.

Nolan said the Task Force's efforts are "about the need to focus on innovative ways to use existing, powerful products and services, as well as the Postal brand."