ON TRACK
USPS TRACKING IS HERE

PAGE 3
BOARD OF GOVERNORS: ACCELERATE STEPS TO RESTRUCTURE

The Postal Service Board of Governors met in early January to discuss a wide range of accelerated cost-cutting and revenue-generating measures in the face of an unprecedented set of financial challenges, heightened by the inability of Congress to pass comprehensive postal legislation.

Citing the fact that the Postal Service cannot wait indefinitely for legislation, the USPS Board of Governors has directed management to accelerate the restructuring of Postal Service operations to further reduce costs in order to strengthen Postal Service finances.

Specifically, the Board approved restructuring initiatives and instructed the Postal Service to revise its 2012 five-year comprehensive plan to account for current financial and liquidity conditions.

The Postal Service is currently implementing major cost reduction efforts throughout its retail, delivery and mail processing operations. Since 2006, the Postal Service has reduced its annual cost base by approximately $15 billion and reduced the size of its career workforce by 168,000 or 24 percent. During these unprecedented cost-cutting initiatives, the Postal Service continued to deliver record levels of service to its customers.

Despite achieving record growth in its package business and stabilization of other revenues, the Postal Service continues to operate with an inflexible business model that hinders its ability to be self-sufficient.

In fiscal year 2012, the Postal Service was forced to default on $11.1 billion in mandated payments to the U.S. Treasury, which contributed to a recorded loss of $15.9 billion.

The Postal Service continues to seek legislation to provide it with greater flexibility to control costs and generate new revenue, and encourages the 113th Congress to make postal reform legislation an urgent priority.

DELIVERING SOLUTIONS AT THE NATIONAL POSTAL FORUM

Talk strategy. Explore innovation and technology. Exchange ideas and hear from Postal Service leadership.

For members of the mailing industry, the National Postal Forum (NPF) is the place to do just that.

This year’s NPF, March 17-20 in San Francisco, will feature four days of business sessions with more than 130 educational opportunities, exploring topics that range from strategy to operations, marketing to technology.

As the only major mailing conference to feature strategic briefings from Postal Service officers, the forum is the most popular event in the industry, and the 2013 NPF promises to deliver on expectations.

Forum highlights will include the keynote address by Postmaster General Patrick Donahoe, as well as discussions about key topics led by USPS executives.

The NPF education program has more than 125 workshops ranging from introductory to expert levels. The Mail Design Professional Course will be offered again. It focuses on USPS mail design compatibility and achieving lower postage costs through automation.

New to the 2013 event is the National Meeting of Area Focus Groups, which will be held March 17. It will include postal executives and leaders in the mailing industry. It’s an opportunity to learn how the Postal Service and industry are working together to deliver solutions to service issues and other topics.

NPF includes the most extensive trade show in the industry, and is the only one to feature the latest USPS technologies. Located this year at the Moscone Center West, the exhibition makes it easy for attendees to see the latest, most innovative products and services, network with suppliers and explore options in state-of-the-art technology.

For more information about the 2013 NPF visit npf.org.
WHAT’S IN A NAME?
INTRODUCING USPS TRACKING

In conjunction with the Jan. 27, 2013, price change, the Postal Service officially introduced USPS Tracking. In addition, there are significant changes to the previous Delivery Confirmation Extra Services offering.

What do these changes mean for customers? The Postal Service has enhanced product visibility and scanning to provide end-to-end tracking information including confirmation of delivery. Given the enhanced tracking service, Delivery Confirmation has been rebranded as USPS Tracking to better reflect these tracking capabilities. This change will more accurately describe the information provided about shipments as they move through the network to their final destinations.

USPS Tracking is now included automatically at no additional cost on Standard Post (previously Parcel Post) and Priority Mail if purchased at USPS retail locations. USPS Tracking can be purchased for Media Mail, Library Mail, and First-Class Mail packages and services.

From now on, think “USPS Tracking.”

To support this change, the Postal Service is replacing the familiar green labels, current Label 152, Delivery Confirmation, and Label 314, Electronic Delivery Confirmation. Although the old labels are being retired, tracking information will be available for items previously shipped or still in transit. Tracking visibility will remain for these labels for their full 6-month retention period.

What is replacing the familiar green label? If you ordinarily present your packages at postal retail locations and pay at the time of mailing, a USPS Tracking label will be applied by the retail associate and the corresponding tracking number will be provided to you. There is no need to apply a label or complete a form in advance, and the tracking number will be printed right on your receipt. The receipt will also include language about where to go for tracking information. These labels are now being used and seen widely on retail packages you ship and receive from the Postal Service. See example to right.

In smaller offices and contract postal units (CPUs) a Label 400, USPS Tracking, will be applied. See the following samples.

If you used Label 152, Delivery Confirmation, or Label 314, Electronic Delivery Confirmation, for your prepaid (postage affixed) or Permit Imprint items, you can order preprinted Label 400, USPS Tracking.

Also, if you are a high volume mailer, product-specific preprinted Intelligent Mail package barcode (IMpb) labels are available for order. There are specific versions of IMpb USPS Tracking Labels for each mail class, such as Priority Mail, First-Class Package Service, Parcel Select, etc. See the accompanying example of the preprinted IMpb Priority Mail Label 055 — USPS Tracking.

The size of all versions of the preprinted labels is 3.125 inches wide by 2.3125 inches high. The labels also have a peel-off portion at the bottom that can be retained for your records and tracking purposes when tracking is included.

Effective immediately, these labels can be ordered from USPS by calling 1-800-610-8734, selecting Option 1 when prompted, then selecting Option 1 again on the next menu.

Mailers requesting more than 10,000 preprinted IMpb labels annually will be required to obtain a unique 9-digit Mailer Identification (MID) number that is activated for Shipping Services. The MID number is a field within the tracking barcode that is used to identify mailers.

For instructions on obtaining and activating a MID number for Shipping Services, go to gateway.usps.com, or call the Confirmation Services Support line at 877-264-9693, Option 1, for technical support.

If you have additional questions, send an email to shippingservices@usps.com.
NEW PRICES, PRODUCT FEATURES

Effective Jan. 27, 2013, these pricing and product changes took effect:

MAILING SERVICES

According to the Postal Accountability and Enhancement Act of 2006, Mailing Services prices, on average, can increase no more than the rate of inflation based on the Consumer Price Index (CPI). Mailing Services prices increased by an average of 2.57 percent (rounded to 2.6 percent) across each class of mail.

Single-piece, 1-ounce First-Class Mail letters increased 1 cent, to 46 cents (additional ounces remain at $0.20). The price for mailing a First-Class Mail postcard increased by 1 cent to 33 cents and the cost of a stamped postcard increased to 37 cents.

The price for single-piece large envelopes (flats) increased to 92 cents, maintaining a 2-to-1 ratio with single-piece letters and preserving the convenience to consumers of using two letter-price stamps as postage.

For First-Class Mail presort letters and cards, most 1-ounce letter price increases fall at 1 cent or less per piece range. Presorted and automation letters weighing up to 2 ounces continue to be charged the same ounce price, continuing the “Second Ounce Free” incentive program.

Single-Piece Parcel Post has been transferred to the competitive price list (Shipping Services) and renamed Standard Post, while Alaska Bypass Service mail remains on the market-dominant price list (Mailing Services). In years past, Alaska Bypass Service prices were linked to the 70-pound single piece Parcel Post prices, but with the transfer of Single-Piece Parcel Post, separate prices have been established for Alaska Bypass Service mail.

SHIPPING SERVICES

On average, Express Mail prices increased by 5.8 percent, Priority Mail prices increased by 6.3 percent, Parcel Select (the Postal Service’s bulk ground shipping product primarily for destination-entered parcels) prices increased by 9 percent, Parcel Return Service prices increased 4.8 percent and First-Class Package Service (an offering for lightweight — less than 1 pound — parcels used by businesses for fulfillment purposes) prices increased by 3 percent.

The Postal Service transferred Parcel Post from the market-dominant product list to the competitive product list and renamed it Standard Post. The overall average price increase is 21 percent. These parcels will receive USPS Tracking at no additional charge just as other competitive product parcels do. Standard Post will not appear on postage statements as it is designed as a retail product with payment by stamps or meter and is deposited only at the retail counter or picked up by Package Pickup (formerly named Carrier Pickup).

Also new for January 2013, customers shipping Critical Mail letters and flats will have the option of receiving a signature upon delivery.

INTERNATIONAL SHIPPING SERVICES

Published prices for the retail international Shipping Services — Global Express Guaranteed (GXG), Express Mail International (EMI), Priority Mail International (PMI) and Airmail M-Bags — increase an average of 9.3 percent. Prices for the commercial international Shipping Services — International Priority Airmail (IPA) and International Surface Air Lift (ISAL) — increase an average of 6.9 percent.

Effective Jan. 27, the Postal Service transferred First-Class Mail International packages and rolls from the market-dominant (Mailing Services) product list to the competitive (Shipping Services) product list and renamed it First-Class Package International Service. The same mailing requirements such as price groups, maximum value and weight limits apply.

STANDARD MAIL FLATS PRICES: MODIFIED AND APPROVED

After approval by the Postal Regulatory Commission (PRC), modified Standard Mail Flat prices took effect Jan. 27. When proposed changes were announced last year, the PRC asked the Postal Service to revisit its Standard Mail Flats prices. The commission approved the modified Standard Mail Flats prices Dec. 11.

These revised prices reflect an average price increase of 2.617 percent for the Flats product, which is greater than the revised average price increase for the Standard Mail class (2.569 percent) and the Consumer Price Index price cap (2.570 percent). No other Standard Mail prices were changed as a result of the Standard Mail Flats revisions.

For more information, refer to Notice 123, Price List, on Postal Explorer at pe.usps.com.
FYI

Of the 20.8 billion stamps sold in 2012, 84 percent were Forever stamps.

METRO POST = SAME-DAY DELIVERY

The Postal Service has announced a strategic alliance for Metro Post with 1-800-FLOWERS.COM, the world’s leading florist and gift shop. Metro Post is a same-day delivery service trial that launched Dec. 20 in San Francisco, CA.

“Metro Post is a premium delivery service that will revolutionize the shipping industry,” said Gary Reblin, vice president, New Products and Innovation. “Building relationships with prominent retailers like 1-800-FLOWERS.COM will help us leverage our capabilities by making same-day delivery a standard option on retail websites.”

Metro Post is designed to improve the experience of customers shopping on e-commerce sites by offering same-day delivery in a metro area. The market test in San Francisco is expected to run for one year.

Metro Post will be available for purchases involving four of 1-800-FLOWERS.COM’s gourmet gift brands, including popcorn and specialty treats from The Popcorn Factory, cookies and baked gifts from Cheryl’s, premium chocolates and confections from Fannie May fine chocolates, and gift baskets and towers from 1-800-Baskets.com.

Consumers can use the Metro Post premium service online or in person at a retail store that carries the company’s branded gift items. The daily cutoff time for purchases delivered by Metro Post is 2 p.m. with deliveries to occur between 4 p.m. and 8 p.m.

“At 1-800-FLOWERS.COM, we’re all about helping our customers deliver smiles,” said Chris McCann, president, 1-800-FLOWERS.COM. “We’ve been doing it with same-day floral deliveries for more than 35 years and now with the Postal Service’s Metro Post service, we’re very excited to be able to expand our same-day gift offerings to include some of our great gourmet food brands.”

Reblin added, “The Postal Service is committed to building and driving strategic relationships to improve our customers’ experience. USPS will work with multiple retailers that have both an online presence and physical ‘brick and mortar’ stores or warehouses within a given metro area.”

Additional information on the Postal Service’s premium same-day delivery service can be found at usps.com/metropost.

Buy it now. We’ll deliver it today.

When buying in store or online, get same-day local delivery with Metro Post from the United States Postal Service.

PRS-FULL NETWORK: CONVENIENCE FOR SHOPPERS AND SHIPPERS

Plan to take full advantage of this new returns option.

Launched Jan. 27, Parcel Return Service (PRS)-Full Network is a ground returns solution designed for high-volume shippers. It offers convenience, visibility and reduced transit time — which add up to a better returns experience for e-commerce shoppers and shippers alike.

With PRS-Full Network, consumers can take their returns packages to any Post Office. Even more convenient, customers don’t have to make the trip — they can schedule a Free Package Pickup during their carriers’ regular delivery routes.

Companies get their returned items back faster because packages are captured before they reach a destination delivery unit. In many cases, those packages will be delivered from the postal processing facility serving the designated returns location for the business.

To be eligible for PRS-Full Network, companies must receive 50,000 returns annually. They must use Scan Based Payment, which simplifies the payment process and enables improved visibility. Permit holders can access reports that show how many labels are in transit and estimated delivery date.

Interested in learning more about the full benefits of PRS-Full Network? Contact your local Postal Service Sales representative or email returns@usps.gov.
National Postal Forum Registration Form
San Francisco, CA | March 17-20, 2013

Name: __________________________ Email: __________________________
Company: ________________________ Title: __________________________
Address: _________________________ __________________________
City: ____________________________ State: ____________________________ Zip Code: __________________________
Telephone: ________________________ Ext: ____________________________ Fax Number: __________________________

The above information may be shared with the USPS in order to keep you informed of Postal products and services.

SELECT ONE OF THE FOLLOWING
REGISTRATION OPTIONS:

☐ Full Registration: $995
   (Includes Workshops, General Sessions, Exhibits, industry & Exhibit Hall Receptions, PCC Event, Continental Breakfasts, Lunches, Wednesday Evening Event)

☐ Three-day Registration (select one): $900
   (Includes Workshops, General Sessions, Exhibits, Continental Breakfasts, Lunch and Social Events only on the days chosen)
   ☐ Sun/Mon/Tues
   ☐ Mon/Tues/Wed

☐ Two-day Registration (select one): $850
   (Includes Workshops, General Sessions, Exhibits, Continental Breakfasts, Lunch and Social Events only on the days chosen)
   ☐ Sun/Mon
   ☐ Mon/Tues
   ☐ Tues/Wed

☐ Education Only: $850
   Includes Workshops and General Sessions only. No Food or Beverage Functions included. Hotel reservation at a preferred NPF Hotel is required – see back of form for details.

☐ AFFILIATION DISCOUNTS (Does not apply to Education Only and Spouse/Guest Registration):
   If a member of a PCC or MTAC sponsored association, please indicate PCC or MTAC affiliation.
   Discount: $50 off Full Registration; $25 off Three Day and Two Day Registration.
   ($)

☐ MULTIPLE EMPLOYEE DISCOUNTS (Does not apply to Education Only and Spouse/Guest Registration):
   All additional employees from the same company receive an additional $25 discount.
   Please indicate names: ($)

OPTIONAL FEES:
☐ Spouse/Guest (Food and social functions only) $300
   Guest Name Required: __________________________

NPF Golf Tournament – Saturday March 16, 2013
   Includes a 1:00 PM shotgun start, greens fees, cart, lunch, reception and prizes. Reservations are accepted on a first come/first served basis.
   To register, please fill out the golf registration form found at www.npf.org and fax it to 703-218-5020 or email to info@npf.org.
   The fee is $125 and the deadline to register is Feb. 15, 2013.

PAYMENT OPTIONS

Total Registration Fees Due: $_____

☐ Check (Make checks payable to NPF)
☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Card Number: __________________________ Expiration Date: ______/______
Card Holder Name: __________________________ Signature: __________________________

Save & Win with NPF! See our special Preferred Hotel options on the back!
EXPANDING VPO ACCESS

A growing number of community businesses are signing up to become part of the Village Post Office (VPO) network. As of the fourth week in January, there were 136 VPOs nationwide. Located in convenience stores and other local businesses, VPOs offer convenient access to the postal products and services people use most often, including PO Boxes, Forever stamps and prepaid Priority Mail Flat Rate Envelopes. VPOs were introduced in 2011. The Postal Service will consider establishing a VPO in any location where there is no existing Post Office or where the Post Office has reduced hours. You can find more information about VPOs at about.usps.gov or contact vpo.inquiry@usps.gov.

WHAT’S NEW ON USPS.COM?

The ‘Find USPS Locations’ option (PO Locator) on the USPS Mobile app — for Android, Blackberry, and iPhone — has been updated to include:

- Approved postal provider locations.
- Pickup service locations.
- Specific hours for special services such as passport services.

There also are additional enhancements that increase ease of use and improve the user experience.

You can also look up a ZIP Code, calculate shipping prices, access USPS Tracking, schedule a next-day pickup, scan shipping labels and QR codes, order supplies, and hold mail — all from your mobile device. (Options vary by device.) Check out USPS Mobile today!

USPS 2013 PROMOTIONS CALENDAR

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
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<tr>
<td>DIRECT MAIL MOBILE COUPON &amp; CLICK-TO-CALL</td>
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<tr>
<td>REGISTRATION</td>
<td>PROMOTION PERIOD</td>
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<td>Jan. 15–April 30</td>
<td>March 1–April 30</td>
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<td>Include direct mail mobile coupons and/or click-to-call functionality to get an upfront 2% postage discount.*</td>
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| EARNED VALUE REPLY MAIL | |
| REGISTRATION | PROMOTION PERIOD |
| Jan. 15–March 31 | April 1–June 30 |
| Increase your response rates and get 2 cents back on every reply when you include First-Class CRM/BRM envelopes in your outgoing mail.* |

*Restrictions apply. Promotion details are subject to change.
For more information, visit ribbs.usps.gov/mobilebarcode/upcoming.htm
INTRODUCING GLOBAL FOREVER

MAIL FIRST-CLASS LETTERS ANYWHERE IN THE WORLD FOR $1.10

The convenience of the Forever Stamp is now global!

No more buying make-up stamps if prices change in the future.

The Global Forever stamp — featuring a satellite-image rendering of Earth, redesigned with 3-D computer technology — will be good for the First-Class Mail International price of a 1-ounce letter... forever. It’s also good for up to 2 ounces for First-Class Mail International to Canada.

ONE SET PRICE. MAJOR CONVENIENCE.