

POSTAL NEWS

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1. Postal service to launch direct mail campaign

- Aug 4 2008, 17:10 PM

Royal Mail is putting its faith in its own product by launching a direct mail drive to promote its marketing products and services in the hope of exhibiting the merits of direct mail to potential new clients.

In a step away from traditional leaflet and letter direct marketing, the postal provider aims to distribute a media pack, consisting of a CD developed with Sony DADC.

The CD will draw attention to Royal Mail's marketing alternatives, including the option of the branded CD and its sensory mail, which aims to engage all five of the senses in its message.

Royal Mail head of media development Antony Miller said the idea is to offer something that makes potential clients' lives easier.

"As the media owner, Royal Mail is the expert in getting the most out of direct mail campaigns, and we have developed a comprehensive range of solutions to make the lives of those in the media industry much easier, some of which are free."

The pack will allow users to take a "seed" idea from Royal Mail and grow it into their own, customised marketing solution.

The Royal Mail's history can be traced back to the time of King Henry VIII when, in 1516, the King established a "Master of Posts".

The Associated Press August 4, 2008.

2. Lawmakers seek federal review of UPS-DHL proposal

By HARRY R. WEBER
MORE FROM BUSINESSWEEK
ATLANTA

Two U.S. senators have asked the Justice Department and the Federal Trade Commission to review a proposal by UPS Inc. to carry some air packages for DHL. But UPS says the agencies don't have authority over the vendor relationship.

Sen. Herb Kohl, D-Wisc., and Sen. Orrin Hatch, R-Utah, said in a letter dated Friday to Thomas Barnett, assistant attorney general in charge of the Justice Department's antitrust division, and William Kovacic, chairman of the Federal Trade Commission, that the deal being worked out raises competition concerns.

"If consummated, DHL will become reliant for air transportation on one of its two major competitors," the letter states. "This raises the question if DHL will still be able to effectively compete against UPS, since UPS will now have a large role in determining the cost and quality of DHL's services."

UPS spokesman Norman Black said Monday that the arrangement the Atlanta-based company is working out with DHL is similar to one it has been operating under for several years with the United States Postal Service.

"It is very clear to us this is not an antitrust matter," Black said. "There is no partnership, no joint venture, no merger, no acquisition."

Black said UPS has not received any communications from the Justice Department or the FTC about the proposed deal. He said lawyers for UPS and DHL continue to work on finalizing a contract, which they expect to complete by the end of the year.

Justice Department spokeswoman Gina Talamona said Monday the agency has seen media reports about the proposal, but she declined to comment further.

"Generally speaking, the antitrust division can look at matters that affect competition," Talamona said.

An FTC spokeswoman did not immediately return a call Monday seeking comment.

UPS said when it announced the proposed collaboration with DHL on May 28 that the deal, when completed, will add up to \$1 billion in annual revenue for UPS, also known as United Parcel Service. DHL is the struggling U.S.-based express shipping unit of German postal service Deutsche Post AG.

The deal could be a significant blow to DHL's current vendors for the air shipments UPS is seeking to take over. Thousands of jobs could be lost in Ohio, where some officials are trying to scuttle the deal.

UPS shares rose 92 cents, or 1.5 percent, to \$63.18 in afternoon trading Monday.

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3. Postal service restores name to Chunghwa Post Co.

Taiwan's postal service decided Friday to restore the company's original name, Chunghwa Post. More than a year ago, it was renamed "Taiwan Post" by the former Democratic Progressive Party (DPP) administration.

The move was made in line with a resolution by the ruling Kuomintang (KMT) on the grounds that the name change process was unlawful.

"Chunghwa" means "Chinese" or "China" in the Chinese language. The company adopted the name "Taiwan Post" in February 2007 amid a DPP-backed campaign to change the names of state-owned enterprises that contain references to China.

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Harland Clarke Acknowledged by United States Postal Service

4. Corporate Business Achievement Award Honors Company's Contributions To USPS

Last update: 7:24 p.m. EDT Aug. 1, 2008

SAN ANTONIO, Aug 01, 2008 (BUSINESS WIRE) -- Harland Clarke was named a 2008 recipient of the "Corporate Business Achievement" award at this year's National Postal Forum. The award recognizes the business partnership of a company with the U.S. Postal Service (USPS), as demonstrated by its use of postal products and services that strengthen and grow its business. Harland Clarke's relationship with the USPS started more than 130 years ago and has always been based upon a spirit of cooperation in delivering outstanding service and winning results to the customers the two entities share.

"We consider the U.S. Postal Service an invaluable partner in fulfilling the needs of our clients and their customers or members," said Dan Singleton, Executive Vice President, Sales and Marketing. "The decisions we make about package design, sortation systems, labels, barcodes, and other delivery components, are made only after extensive discussions with the Postal Service."

Harland Clarke's business model is performance excellence. This has driven the company's close working relationships with suppliers. "We are in constant pursuit of continually improving the experience of our clients," noted Carol Kliewer, Director of Logistics and Distribution. "By working collaboratively with the United States Postal Service, we are helping ensure great customer service at every delivery touch point."

The Corporate Business Achievement Award is one of three Best-in-Class award categories recognizing a select group of customers at the annual National Postal Forum. The other two categories are the Creative Business Solutions Award and the Strategic Business Development Award.

About Harland Clarke Corp. Harland Clarke Corp. is a leading provider of integrated payment solutions, marketing services and technology solutions. It serves approximately 15,000 financial institutions, as well as major investment firms, business-to-business clients, small businesses, and individual consumers. With its corporate headquarters in San Antonio, Texas and a regional headquarters in Decatur, Georgia, Harland Clarke employs approximately 5,800 people and has manufacturing facilities nationwide. Harland Clarke Corp. is a wholly-owned subsidiary of Harland Clarke Holdings Corp., which also wholly owns Harland Financial Solutions Inc. and Scantron Corporation.

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