

POSTAL NEWS

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1. GrayHair Software Becomes First Preferred Processing Partner of the UAA Clearinghouses Suppression Services

GrayHair Software adds UAA Suppression and Re-Direct services to its best in practice suite of direct mail offerings

Last update: 10:39 a.m. EDT Sept. 29, 2008

MT. LAUREL, N.J., Sep 29, 2008 (BUSINESS WIRE) -- GrayHair Software, Inc., a leader in the mail industry, has announced that it has become the first licensed processing partner of UAA Clearinghouse. The company will support both the UAA Suppression and the UAA Re-Direct address hygiene offerings at GrayHair's facility and incorporated into GrayHair product lines.

This announcement reinforces the continued joint marketing venture between the two firms and allows GrayHair to offer the service to their clients which will improve their response rates and reduce the cost of business mailings, thus enhancing the ROI of direct mail programs, and making a significant contribution to the bottom line.

As the most comprehensive set of offerings for managing Address Quality and reducing Undeliverable-As-Addressed (UAA) mail, the UAA Clearinghouse services are the only source of USPS(R) determined undeliverable mail that is updated based on over 300 million consumer mailings per month from multiple large mailers and covering 70+ million households.

"In these challenging times, mailers need to reduce the waste caused by their mailings, and this unique product does just that", says Mark Shada, President of UAA Clearinghouse. "Our Suppression service will not only allow GrayHair to enhance its current product offerings, but will offer instant savings, at no risk, to current clients which include the leading mailers from a wide spectrum of industries."

As a result of this new partnership, GrayHair is offering a free trial of the UAA Suppression service, allowing mailers to test their list against the UAAC database. Companies that experience this patent pending service will see for themselves that it provides additional benefits over traditional hygiene like CASS(TM)/DPV(R) and NCOALink(R) processing.

"This is a further demonstration of how GrayHair is focused on Address Hygiene and how we continue to integrate UAA Clearinghouse into our current product offering," says Raymond Chin, Vice President of Product Development.

For more information about how these offerings can help your firm improve its bottom line, contact Bobby Tiedeken at 856-924-2253 or via email (btiedeken@grayhairsoftware.com).

About GrayHair Software

GrayHair Software, Inc. is an innovator and industry leader in the delivery of services to improve and automate the management of business mail. GrayHair's solutions address critical mailing activities such as IM(TM) barcode assignment, mail tracking, address quality, and reconciliation, as well as NSA consultation-implementation and a variety of mail processing activities. GrayHair offers targeted enterprise software and support solutions, tailored client care, and unparalleled technical support. For more information, visit our website at www.grayhairsoftware.com

About UAA Clearinghouse

UAA Clearinghouse was formed in June, 2005, and operates under the umbrella of parent company, Direct Resource Solutions, LLC (DRS). UAA Clearinghouse boasts a team of direct mail marketing and sales professionals who have more than 30 years of industry experience. The sole mission of the company is to provide the direct mail industry with a practical solution for reducing the cost and waste associated with undeliverable-as-addressed mail that cannot be accomplished with current hygiene products. UAA Clearinghouse is dedicated to maintaining the most comprehensive national database of confirmed undeliverable-as-addressed information. The UAA Clearinghouse process is patent-pending. For more information go to our website at www.uaaclearinghouse.com

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GrayHair Software, Inc. is a non-exclusive NCOALink Limited Service Provider Licensee of the United States Postal Service. NCOALink prices are neither established, controlled or approved by the United States Postal Service. GHSelect(TM), MailTrak(R), MailTrak AQ(TM), and MailReport(TM) are advanced barcode assignment, tracking, reporting, address quality and postage management applications, supported by the industry's leading experts, connecting clients, partners and the industry via a national network of integrated sales, support and data facilities. SOURCE: GrayHair Software, Inc.

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2. Ándale! Spain's Postal Service Deploys RFID

By John Burnell
(Sept 29, 2008)

Correos, Spain's national postal service, has installed RFID systems at 37 distribution centers to track the flow of mail through the system. Gen2 passive RFID tags are being placed in sample parcels and letters and are recorded automatically when they

enter and leave distribution centers, according to an announcement today from Reva Systems, whose Tag Acquisition Processor (TAP) appliances monitor the performance of Correos' RFID readers and forward data to the mail processing system.

"There will be up to 50,000 tags in the system at any one time," Reva CEO Ashley Stephenson told RFID Update. "Postal workers don't know which items have RFID tags. It's not like someone is picking up the mail and scanning it -- it's an unattended operation."

Correos manually inserts RFID tags into sample mail pieces and places them into the mail system from various points. It will use the RFID data to analyze mail flow to identify bottlenecks and potential operational improvements.

Portal readers from Motorola have been installed at the DC dock doors to automatically record incoming and outgoing tagged items. Depending on the size of the DC, there are between five and 30 readers per facility, according to Stephenson. The readers are networked to Reva's TAP appliance, which records the dock door where each RFID-tagged item was identified, attaches the time of the transaction, and forwards the data in real time to a legacy system from IBM that tracks and manages mail operations. One or two TAP appliances are used at each DC. The devices also monitor the RFID readers and antennas to make sure they are online and functioning properly. Aida Centre, a Spanish systems integrator, worked with Correos to design and integrate the system.

"Reva Systems provides us with a reliable platform to track the complex movement of tagged mail in real time through our network of depots, enabling us to improve the overall quality of the mail service for millions of customers," Regina Defarges, Correos' regional deputy manager, said in Reva's announcement.

The system has been installed at 37 distribution centers and there are no current plans to extend RFID tracking to individual post offices, according to Stephenson. The application is similar to one the Finnish postal operator announced earlier this year (see In Finland, Your (RFID) Chip's in the Mail).

"The same kind of technology is being considered all over the world. It offers a valuable insight that gives postal and parcel operators visibility into how their systems are functioning," Stephenson said. "Correos is not a sample of one. It's part of a growing trend. Postal is a growing vertical."

This spring RFID industry research firm IDTechEx issued a report that included 40 case studies of RFID postal systems and predicted the market would be worth \$2.5 billion in 10 years.

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3. Examine the Courier & Express Services Industry as Market Value Increased by 4.9% to GBP14.9 billion in 2007

Last update: 10:47 a.m. EDT Oct. 1, 2008

DUBLIN, Ireland, Oct 01, 2008 (BUSINESS WIRE) -- Research and Markets (http://www.researchandmarkets.com/research/adca58/courier_express) has announced the addition of the "Courier & Express Services Market Report 2008" report to their offering.

In 2007, the total value of the UK postal and courier/express services market increased by 4.9% to GBP14.9bn. National post is the largest sector, but its value remained virtually static between 2006 and 2007. Other courier and express services is the growth sector and, in 2007, its value increased by 13.4%.

The market for courier and express services is defined as the business sector that supplies the need for rapid collection and delivery of documents and packages, including the services provided by the national post. Items covered by this definition include mail, parcels and other items with a high value-to-weight ratio and a time-sensitive delivery requirement.

The UK addressed-mail market has been fully liberalised since January 2006, although Royal Mail remains the dominant operator of the national post and continues to provide the UK's 'universal postal service'. The volume addressed-mail sector has been contracting for a number of years, as customers switch to non-postal products such as the Internet and e-mail, and as a range of organisations, including banks, utilities and local government, encourage their customers to change to 'paperless' communication.

The other courier and express services sector is concerned with the collection and delivery of time-specific items. The leading international courier groups -- DHL, FedEx, TNT and UPS -- all offer express delivery services in the UK, and two of these companies -- FedEx and UPS -- have expanded their operations in the UK in recent years by acquiring UK companies. UPS acquired Lynx Express in 2005 and FedEx acquired ANC Ltd in 2006. Next-day delivery represents a significant proportion of total revenues in this sector and home shopping (via the Internet) is a significant factor driving market growth.

The UK is currently facing slowing economic growth, falling house prices, rising inflation and increasing unemployment and the impact of this combination of factors is affecting all sectors of the UK economy. Retail volume sales are also coming under pressure and this is likely to have an impact on demand for the services of courier and express companies. The value of the national post market is expected to decline gradually between 2008 and 2012, as increased use of alternative methods of communication and growing environmental awareness lead to a gradual reduction in the amount of paper communications.

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4. U.S. Postal Service Releases New Five-Year Plan

-- Graphic Arts Online, 10/2/2008 8:54:00 AM

Washington, DC, (Press Release), October 2, 2008 — The U.S. Postal Service has released Vision 2013, its new five-year strategic plan that balances near-term priorities with long-term needs to adapt to changing customer needs.

The plan acknowledges that postal customers, and the mailing industry as a whole, are hard pressed by current economic conditions, and that service improvements and cost reductions remain crucial. Vision 2013 offers a broad perspective of what it will take for the Postal Service to succeed in the future, while providing affordable, universal service.

“The customer is at the center of all our efforts,” said Postmaster General John Potter and Board of Governors Chairman Alan Kessler in a joint letter included in the report. “In this time of uncertainty, we see opportunity to build on a solid foundation. We will continue to invest in the Intelligent Mail® barcode, flexible networks, the new Flats Sequencing System, and other initiatives that promise new gains in service, efficiency and customer value in the years ahead.”

At the same time, Vision 2013 says the Postal Service must listen to what customers have to say as the Postal Service strives to make its products, services, channels and processes more convenient.

“Serving the customer is the objective and Vision 2013 is the roadmap,” wrote Potter. “As we move down this road over the next five years, we expect change to be the hallmark of the postal industry. Embracing change will require innovation and collaboration on an unprecedented scale.”

Vision 2013 is available online at
<http://www.usps.com/strategicplanning/vision2013.htm>.

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5. If Bioterrorists Strike, Letter Carriers Might Deliver Antibiotics

Mike Leavitt says those delivering medication would be volunteers. (By Charlie Leight -- Associated Press)

By David Brown

Washington Post Staff Writer

Thursday, October 2, 2008; Page A02

"Neither snow, nor rain, nor heat, nor gloom of night, nor bioterrorism attack stays these couriers from the swift completion of their appointed rounds -- especially if they are delivering antibiotics to protect people from anthrax."

This Story

If Bioterrorists Strike, Letter Carriers Might Deliver Antibiotics

Emergent Wins New Contract for Anthrax Vaccine

That may someday become the unofficial motto of the U.S. Postal Service.

Health and Human Services Secretary Mike Leavitt yesterday proposed a solution to one of the bigger challenges in responding to an anthrax bioterrorism attack -- how to deliver protective antibiotics to tens of thousands of people overnight.

The tentative answer: have the mailman (and -woman) do the job.

As an incentive to the letter carriers -- who would be volunteers -- the government would issue them in advance an antibiotic supply large enough to treat themselves and their families. They would also be accompanied by police officers on their rounds.

"We have found letter carriers to be the federal government's quickest and surest way of getting pills to whole communities," Leavitt said.

The strategy has the full support of the Postal Service and its unions, spokesmen said.

"Letter carriers are on the street six days a week. They are constantly helping out as just part of their job, and this is taking it one step further," said Drew Von Bergen of the National Association of Letter Carriers.

"Anytime this country has any kind of crisis, it is the Postal Service that is out there first," said Postal Service spokeswoman Sue Brennan.

Boston, Philadelphia and Seattle held experimental runs of the distribution strategy in 2006 and 2007, said William Raub, Leavitt's science adviser. In Philadelphia, 50 carriers, each accompanied by a city police officer, reached 55,000 households in less than eight hours.

Based on those tests, the strategy was deemed practical and will be put in effect on a trial basis next year in Minneapolis and St. Paul, he said.

The Postal Service there will solicit about 700 letter carriers, enough to cover 20 Zip codes or about one-quarter of all households. The workers will be medically screened (including questions about family members), fitted with N95 face masks, and issued a supply of the antibiotic doxycycline for their household.

If successful, it may be expanded to encompass the entire Twin Cities area, said Jude Plessas, a Postal Service official.

Before that pilot project can begin, however, the Food and Drug Administration must approve distribution of the drug for this purpose, which is not currently part of its label, or officially approved list of uses.

Leavitt yesterday requested that FDA review, which may take months.

Since 2004, the federal government has funded the Cities Readiness Initiative, which is helping 72 urban areas make plans to distribute drugs to a target population within 48 hours of a bioterrorism attack.

Any of those cities will now be able to employ the letter carrier distribution strategy. The federal government will not force them to adopt it, as disaster planning is principally a job for state and local governments.

The federal government has enough anthrax antibiotics in the Strategic National Stockpile to treat 40 million people for 60 days. The medicine is cached in 12 sites around the country.

Sixty days is the maximum amount of time a person exposed to airborne anthrax spores might have to take medicine to prevent the inhalational form of the bacterial infection, which is rapidly fatal if not treated.

Letter carriers who volunteer for this duty would not be paid bonuses or given any other incentives, Brennan said.

In a bioterrorist attack seven years ago this fall, finely powdered anthrax spores were sent in envelopes to several addresses on the East Coast. Four workers at a mail processing center in the District, where at least one of the letters was sorted, developed inhalational anthrax, and two died.

In all, 8,424 postal employees were offered prophylactic courses of antibiotics. Sixty-six percent started, but about 10 percent of them stopped taking the offered drugs for various reasons. Nearly all took ciprofloxacin, a medicine that is not being offered as part of the letter carriers' supply under the new plan, in part because of its possible side effects.

In another action yesterday, Leavitt issued a declaration that will provide protection against lawsuits for companies that make drugs for mass distribution during an anthrax attack, or who help distribute them.

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Collected by Chairul Anwar, Bandung, Indonesia.

E-mail address : chairulanwar49@operamail.com, uyungchairul@plasa.com.