

POSTAL NEWS

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April 5, 2010, 10:43 a.m. EDT · Recommend · Post:

- 1. Pitney Bowes to Unveil Newest Customer Communications Solutions at 2010 National Postal Forum**

STAMFORD, Conn., Apr 05, 2010 (BUSINESS WIRE) -- Pitney Bowes Inc. (PBI 24.72, +0.12, +0.49%) announced today it will unveil its newest mid-range mail and customer communications solutions at the 2010 National Postal Forum. The Forum runs from April 11-14 at the Gaylord Opryland Resort & Convention Center in Nashville, Tennessee. Pitney Bowes will exhibit at Booth #250.

Designed as the successor to the market-leading DM Series of mailing systems, the high-tech customer communications solutions that Pitney Bowes will reveal are packed with a wide array of capabilities previously unknown in the mid-range market segment, including ones that can help customers grow their businesses.

Specific details will be announced at the show on Monday, April 12, 2010.

The Forum is the largest gathering of mailing industry executives and companies every year. The 2010 event will take place against the backdrop of the U.S. Postal Service contemplating significant changes to its business model as mail volumes continue to shift in response to changing consumer and business communication styles.

Anticipating the upcoming convention, Pitney Bowes Chairman, President and CEO Murray Martin said: "It makes perfect sense that, as Pitney Bowes celebrates its 90th birthday, we will demonstrate once again the power of great innovations. We want the National Postal Forum audience to be the very first to see the latest game-changing technologies created, nurtured and launched by the undisputed industry leader."

In addition to its newest solutions, other exciting Pitney Bowes hardware, software, services and solutions on display at the National Postal Forum include:

-- The IntelliJet(TM) Printing System, an exclusive Pitney Bowes solution that is powered by Production Intelligence(R), brings together high-speed digital color

printing with high-speed, high-integrity inserting to produce transactional documents with superior production performance and cost optimization.

-- The Olympus(R) Single-Tier and Multi-Tier Sorter, which are both designed to help mailers take advantage of the latest U.S. Postal Service standards around Intelligent Mail(R) services.

-- Software solutions including DFWorks(R) Automated Document Factory solutions, to help customers operate their document factories at extremely high levels of productivity and integrity, and Production Intelligence(R) Output Management Solutions to get the most out of every single mailpiece regardless of the date or location of its creation.

-- The DI950(TM) Integrated Document Printing Solution for mid-sized mailers. With integrated printing, the DI950 can help optimize the mailstream by creating, formatting, printing, inserting and metering in one solution.

-- Designed to print up to 30,000 mail pieces per hour, the AddressRight(R) DA95f Addressing System with fixed-head technology offers black-and-white and color printing. Used in tandem with Pitney Bowes's AddressRight(R) Pro solution with VeriMove(TM) Net, businesses can target customers with powerful, easy-to-use software that cleanses and updates existing lists including USPS(R) Change of Address data while taking advantage of postal discounts.

-- The booth will also contain Pitney Bowes's SendSuite(R) Distribution Solutions. The portfolio includes the new SendSuite Tracking Solution for inbound tracking applications, which can help customers manage the flow of packages and accountable mail from global facilities received from carriers and internal package shipments. In addition, the portfolio includes SendSuite Shipping Solutions and SendSuite Desktop Solutions.

-- Pitney Bowes Business Insight's Enterprise Address Management software enables organizations to manage address quality. This innovative solution provides an automated, closed-loop approach that connects address owners with customers, postal records and real-time data, with the ability to cleanse, validate and update addresses at the source. Enterprise Address Management also drives savings and efficiency throughout the organization by utilizing track and trace within areas such as call centers, billing, customer support and marketing.

-- trackmyemail.com(R), a web-hosted application that uses Intelligent Mail(R) barcode technology from the U.S. Postal Service to track and report the movement of mail through the mailstream to delivery in-home, as well as responses and payments returned to the mailer. The application also captures Address Change Service information, allowing mailers to learn which mail pieces had a change of address, were forwarded, or had undeliverable addresses.

-- A range of mail services solutions including international mail and package services, presort services for both First-Class(TM) letters and flats and for Standard Mail(R), and PresortXtra(TM) services for low- to medium-volume mailers.

Pitney Bowes experts will also be leading several of the learning sessions at the conference, sharing their industry knowledge and helping attendees get the most from their conference experience. Attendees interested in meeting and learning from the Pitney Bowes team are encouraged to participate in the following sessions:

- USPS Extra Services -- When, Why and How -- Sun., April 11, 10:30 a.m.
- Hiring and Interviewing -- Mon., April 12, 10:00 a.m.
- Is Your Mail in Shape? -- Mon., April 12, 11:15 a.m.
- Move Update Requirement and Merlin/PBV Testing (peer-to-peer roundtable) -- Tue., April 13, 7:30 a.m.
- Address Quality -- Product vs. Process -- Tue., April 13, 2:00 p.m.
- The Top Ten Behaviors of Excellent Managers -- Tue., April 13, 2:00 p.m.
- Maximizing Your Investment in Intelligent Mail -- Tue., April 13, 3:15 p.m.
- Intelligent Mail Made Simple Through Outsourcing -- Tue., April 13, 4:30 p.m.
- Maximize Cash Flow and Improve Responses with Reply Mail -- Wed., April 14, 2:00 p.m.

About Pitney Bowes:

Celebrating its 90th year of innovation, Pitney Bowes provides software, hardware and services that integrate physical and digital communications channels. Long known for making its customers more productive, Pitney Bowes is increasingly helping other companies grow their business. Pitney Bowes is a \$5.6 billion company and employs 33,000 worldwide. Pitney Bowes: Every connection is a new opportunity(TM). www.pb.com

Intelligent Mail, First-Class, Standard Mail and USPS are trademarks owned by the United States Postal Service

SOURCE: Pitney Bowes Inc.

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2. Put out the fire, then build Postal Service back up

By TED KEATING | Last Updated: April 4, 2010

Comments(6) Recommend(21)

The U.S. Postal Service faces big problems. It could lose as much as \$7 billion this year and even more in years to come.

The migration of mail to the Internet and the recession-created pullback of mail by advertisers and businesses have undermined the financial stability of a postal system that for 240 years has delivered the nation's mail in snow, rain and dark of night. Experts predict that some mail volume will return as the economy improves, but not all. It's clear that Congress must intervene and help the Postal Service change its ways to survive and operate as a self-funded part-government, part-commercial enterprise, without reliance on taxpayer dollars.

It's not only the future of mail that is at stake. It's also the \$1.2 trillion-a-year mailing industry that's responsible for 8.3 million jobs and nearly 9 percent of the nation's GDP.

Think of saving the Postal Service as fighting an electrical fire. Putting out the blaze must always precede replacing the wiring that started the inferno. Congress should first address what foremost has set the Postal Service ablaze: the crippling \$55 billion in payments Congress has required the Postal Service to make through 2016 for its future retiree health benefits.

While benefit pre-funding wisely assures that assets will be available to satisfy obligations down the road, no other federal or private-sector enterprise is required or committed to retiree health benefit pre-funding on so aggressive a schedule. This requirement is particularly burdensome during a recession. In fact, were it not for the nearly \$8 billion in current and future retiree health payments the Postal Service will make once again this year, the agency would likely remain in the black.

More importantly, more than enough money — billions of dollars already paid by postal ratepayers, not taxpayers — exists to pay off the Postal Service's entire retiree health obligation for years to come. Although that sounds too good to be true, that's what the Office of Inspector General of the Postal Service found in a recent report to Congress.

A whopping \$75 billion pension overcharge imposed on the Postal Service by another arm of the government, the Office of Personnel Management, has been a smoldering cause of the postal fire. Congress and the White House twice before have corrected OPM postal pension miscalculations, but not as fully as responsible actuarial practices would require.

What to do? Most immediately, Congress should substantially correct the postal pension overcharge and responsibly credit the overpaid pension funds back to the Postal Service for payment of its future retiree health benefit obligations. That will put out the Postal Service's financial fire.

Then Congress should do what needs to be done to update the wiring and the design of the Postal Service's business model. This will involve finding new ways to increase revenues and cut costs. But reducing delivery days immediately, when other steps are available, will only degrade the value of mail for households and the mailing industry, which use and rely upon the Postal Service.

Reducing mail delivery days should be the last resort, not the first.

Ted Keating is president of the National Association of Postal Supervisors.

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GOOD QUESTION!

3. Will Cutting Out Saturdays Save the Postal Service?

By JARED KELLER on April 03, 2010 12:19pm

Saul Loeb/AFP/Getty Images Neither rain, nor snow, nor sleet, nor hail may stop the Postal Service...but high costs? Maybe. Last month, the Atlantic Wire covered visions of the future of the beleaguered United States Postal Service. This week, the USPS took a drastic step to save itself, announcing that it would stop delivering mail on Saturday, a move projected to save almost \$3.5 billion a year (although the Postal Regulatory Commission (PRC) has a more conservative estimate of \$1.9 billion).

Yet this may not be enough. Whether it's \$1.9 billion or \$3.5 billion saved, "it's peanuts considering the agency is projected to lose an average of \$23 billion a year for the next decade," writes Matthew Phillips for Newsweek. Phillips sees a serious catch-22 for the USPS: if the PRC approves the plan, it will go to Congress, which has been growing "frustrated" with Postmaster General John Potter's promises of fiscal solvency while the price of postage increases annually. "Even if the House and Senate do pass the plan to cut Saturday delivery," writes Phillips, "it'll be a miracle if that happens before the plan is set to go into effect in 2011. In the meantime, the Postal Service will just keep losing money and probably raising postage rates, which it has done eight times since 1999."

Phillips pessimism isn't confined to Congress. Even if the plan to cut delivery gets through the House and Senate, the direct mailers and catalogues that makes up the majority of the USPS's business will be forced to internalized the increased costs, leading to decreased circulation. Phillips notes that "there are now 8,000 fewer catalog companies in the U.S. than there were in 2006, [and] the number of catalogs mailed has dropped from 20 billion in 2006 to 13 billion last year." Other mail-order businesses like Netflix will also take a huge hit.

Phillips paints a dreary picture of Postal Service's future. Is there hope for the U.S. mail system, or will a bad economy and skyrocketing costs do what apocalyptic precipitation has failed to do?

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