

May 7, 2009

VICE PRESIDENTS, AREA OPERATIONS

SUBJECT: Priority Mail Marketing Campaign

The Postal Service this month launches a national marketing campaign to promote Priority Mail Flat Rate boxes. This integrated campaign includes television, direct mail, print, digital, and retail point-of-purchase advertising. The objective is to increase overall package revenue and market share.

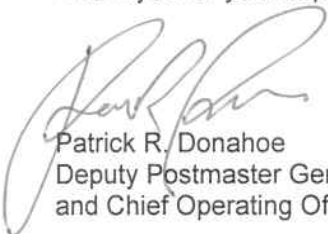
The campaign kicks off May 19 at the National Postal Forum and will continue through September.

The campaign also includes an employee element. Advertising has designed and produced a T-shirt for full-time craft employees, as well as part-time and temporary rural carriers, to wear. The shirt depicts a flat-rate box and the campaign's theme, "*A Simpler Way to Ship.*" It is a way for employees to extend the message of the campaign to customers.

The shirts will be shipped May 11 through 29. District and facility managers will receive additional information on how to distribute the shirts and an employee stand-up talk explaining the campaign. We are encouraging employees to start wearing the T-shirt on June 3 and at least once a week after that for the duration of the campaign. All unions are aware of this initiative and are supportive.

We have a great shipping story to tell and employees can help spread the word about Priority Mail flat-rate services. By helping businesses simplify their shipping, we also can help build our shipping business.

Thank you for your support.



Patrick R. Donahoe
Deputy Postmaster General
and Chief Operating Officer



Robert F. Bernstock
President, Mailing and Shipping Services

cc: District Managers