

The Honorable Dan Blair  
Chairman  
Postal Regulatory Commission  
901 New York Avenue, NW, Suite 200  
Washington, DC 20268-0001

*re:* Docket No. R2009-3

Dear Chairman Blair,

I am writing on behalf of Boston Apparel Group, Inc. to express our support for the Postal Service's proposed Summer Sale Program, Docket R2009-3. I urge the Postal Regulatory Commission to move very quickly in endorsing the program as presented by the Postal Service.

Boston Apparel Group is currently faced with many challenges to maintain a healthy direct mail business selling women's apparel and accessories under the Chadwick's and metrostyle brands. Conditions throughout the mailing community have been particularly difficult during this economic downturn. The Summer Sale proposed by the Postal Service is a positive step in the right direction to facilitate volume and revenue growth.

It is the intention of Boston Apparel Group to use the Summer Sale proposed by the Postal Service as an opportunity to increase our mail volume. Due to the nature of our business, we will quickly need to confirm additional product required as a result of this increase in mail volume. We recommend the Postal Service provide longer lead times for any future incentive programs to ensure high levels of participation.

Boston Apparel Group enthusiastically endorses the Summer Sale Program as proposed and urges the Commission to endorse the Summer Sale as submitted since many mailers have begun the ordering process to take full advantage of this opportunity. Please include this letter in the public record for Docket No. R2009-3.

Sincerely,

Kristine Chochrek  
Director of Production Services  
Boston Apparel Group  
35 United Drive  
West Bridgewater, MA 02379