

**BEFORE THE
POSTAL RATE COMMISSION
WASHINGTON, D.C. 20268-0001**

Repositionable Notes Market Test

Docket No. MC2004-5

JOINT MOTION FOR LEAVE TO FILE REPLY

The Association for Postal Commerce, Mail Fulfillment Service Association, and the Direct Marketing Association respectfully request leave to submit the *Reply to Response of the United States Postal Service* being concurrently filed with the Commission. Although the Commission's rules with respect to motion practice do not contemplate the filing of replies, we submit that the interest of justice warrants the Commission's acceptance of the Mailer Coalition's reply and consideration of it on its merits.

This is a case of first impression. The Postal Service has never before advanced a proposal seeking to establish a rate on the sole (and singular) grounds that an innovative engagement device -- a repositionable note attached to the exterior of mail entered at First-Class, Periodical or Standard Mail rates -- entitles the Postal Service to increase the cost coverage for those pieces in order to share in the benefits which mailers derive or may derive from increased response rates. While the proposal is novel, the applicable law is clear cut and compels the result that we seek, dismissal of the proposal as unlawful on its face. Nonetheless, a brief rejoinder to the Postal Service's response is warranted, both in fairness to the potentially affected mailer interests and to facilitate the Commission's resolution of this dispute.

We submit that grant of this motion and consideration of the accompanying Reply to the Postal Service's response will not prejudice the interests of the Postal Service or any other party to the proceeding. Good cause for grant of this motion therefore exists.

Respectfully submitted,

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