

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

Repositionable Notes Market Test

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Docket No. MC2004-5

**DIRECT MARKETING ASSOCIATION
NOTICE OF INTENT TO FILE BRIEF**

Pursuant to Commission Order No. 1419, issued September 23, 2004, the Direct Marketing Association (“the DMA”) provides notice of its intent to file a brief in this proceeding and of the likelihood that it will seek to file a reply brief in response to arguments that the DMA anticipates will be made by the Postal Service, and perhaps others, in support of the RPN proposal.

The DMA has opposed the RPN proposal since its initial filing, believing that it violates some of the most fundamental principles that have guided the establishment of postal rates and classifications for the past 33-plus years. Accordingly, the DMA joined with the Association for Postal Commerce and the Mailing & Fulfillment Service Association in moving (the “Joint Motion”) for an order dismissing this case on a summary basis.¹

Pursuant to Commission Order No. 1417, which denied the Joint Motion, this case will not be decided until the Commission has had the opportunity to give thorough consideration to all the evidence of record. The DMA believes that the Commission’s consideration of the record would benefit from the filing of briefs by all interested parties, including the opportunity of each party to reply to the arguments made by every other party.

¹ Joint Motion to Dismiss of Association of Postal Commerce, Mailing & Fulfillment Association, and Direct Marketing Association (August 11, 2004).

Concerning a hearing and briefing schedule, the DMA would be in a position to file its initial brief one week after the close of the record and requests a week to prepare a reply brief following the filing of the initial briefs of the other parties.

Respectfully submitted,

Dana T. Ackerly II
Counsel for the Direct Marketing Association

September 27, 2004

CERTIFICATE OF SERVICE

I hereby certify that I have this date served the foregoing document in accordance with the Commission's Rules of Practice.

Dana T. Ackerly II

September 27, 2004