



Postal Regulatory Commission
Submitted 5/19/2009 3:15:07 PM
Filing ID: 63199
Accepted 5/19/2009

518 Western Ave., Waterloo IA 50702 Phone 319 287.8170 Fax 319 287.8171 Toll Free 877 394.7677

To USPS

Re: Summer sale program

This letter is written to ask for your consideration in allowing us to take advantage of your summer sale program. It is our understanding that this rebate program is available for "end users".

We are indeed an "end user". We design our advertising products, customize them for automobile dealers, locate the appropriate mailing lists and mail out the advertisements. These are done under our permit and with our return address. The dealership is not an end user as they are purchasing the advertising. We are the ones who offer this advertising. Without us, these would not be mailed.

It seems that your program would be very beneficial and a great incentive for a company like ours to try and grow during these difficult times.

Sincerely,

Jeffrey D. Smith
President
National Automotive Marketing