

THE BON-TON STORES, INC.

BON-TON BERGNER'S BOSTON STORE CARSON PIRIE SCOTT ELDER-BEERMAN HERBERGER'S YOUNKERS

May 11, 2009

Reference: **Docket No. R2009-3** – Standard Mail Volume Incentive Pricing Program

The Bon-Ton, Incorporated, as a major retailer, and postal customer with annual mail volume over 10 million pieces, support the implementation of the proposed Standard Mail Volume Incentive Pricing Program (Summer Sale).

We encourage the development of pricing proposals directed at increasing mail volume and revenue especially during slower mailing months. Also we appreciate The Postal Service taking advantage of the pricing flexibility provided under the PAEA.

This incentive program might have been more beneficial to us if earlier notification were provided, participation requirements broadened, and determination of rebate clarified. Adjustments to our promotional calendar and planned mailings, since determined many months in advance, are problematic with not enough lead time. Furthermore, advance determination of possible financial benefit would have allowed us to better forecast impact on our annual budgets.

As a retailer during these challenging economic times we hope that USPS continues to consider implementation of future incentive programs with considerations as listed.

Thank you for your consideration.

Cindy Tendler

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Advertising Production Coordinator
The Bon-Ton Stores, INC.