

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

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POSTAL RATE COMMISSION  
OFFICE OF THE SECRETARY

POSTAL RATE AND FEE CHANGES, 2001 )

Docket No. R2001-1

VAL-PAK DIRECT MARKETING SYSTEMS, INC.  
NOTICE OF INTERVENTION  
(October 2, 2001)

Val-Pak Direct Marketing Systems, Inc. (hereinafter "Val-Pak"), an affiliate of Cox Target Media, Inc., hereby files its Notice of Intervention as a full participant in the above-captioned proceeding pursuant to Rule 20 of the Rules of Practice, 39 CFR section 3001.20.

Val-Pak is a substantial user of Standard Mail, as well as other classes of mail, all of which may be affected by the Postal Service's request for rate and classification changes herein.

Service of documents relating to this proceeding should be made on each of the following:

William J. Olson, Esquire  
John S. Miles, Esquire  
William J. Olson, P.C.  
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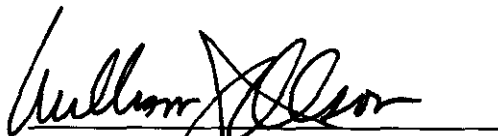
Ms. Diane J. Elmer  
Vice President  
Val-Pak Direct Marketing Systems, Inc.  
8605 Largo Lakes Drive  
Largo, Florida 33773-4910  
Tel: (727) 393-1270  
Fax: (727) 397-4968  
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Val-Pak is a major user of the U.S. mails, particularly Standard Mail ECR, in terms of both quantity of items mailed and costs of postage. It has an interest in the proposed rate and classification changes, and would be significantly affected by the rate and classification proposals of the United States Postal Service.

At this stage of the proceedings, it is unknown whether the Postal Service's request for classification changes and rate increases, as proposed, is in accordance with the Postal Reorganization Act. See 39 U.S.C. sections 3622 and 3623.

Val-Pak requests a hearing with respect to its interests and intends to participate actively in such a hearing.

Respectfully submitted,

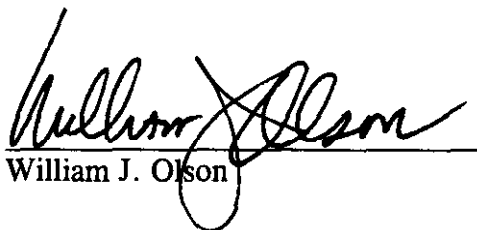


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Counsel for Val-Pak Direct Marketing Systems, Inc.

CERTIFICATE OF SERVICE

I hereby certify that I have this day served the foregoing document upon all participants of record in this proceeding in accordance with Section 12 of the Rules of Practice.



William J. Olson

October 2, 2001