

UNITED STATES OF AMERICA

Before the
POSTAL RATE COMMISSION
Washington, DC 20268-0001

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POSTAL RATE COMMISSION
OFFICE OF THE SECRETARY

Postal Rate and Fee Changes, 2001

Docket No. R2001-1

**NOTICE OF APPEARANCE AS A LIMITED PARTICIPATOR
BY HALLMARK CARDS, INCORPORATED**

Hallmark Cards, Incorporated ("Hallmark") hereby gives notice that it will participate in the above-captioned proceeding as a limited participator, pursuant to § 20a of the Rules of Practice (39 CFR § 3001.20a).

Hallmark has an interest in this proceeding, first, because it is the Nation's largest publisher of greeting cards; as such, its business is materially affected by Postal Service rates, classifications, costs and cost allocations, and other policies and practices that may either promote or discourage the use of First-Class Mail for personal communication. Most of the more than seven billion greeting cards purchased annually are sent by mail — usually First-Class Mail. They are a vital form of non-business, person-to-person postal communication. Many other greeting cards, mailed by small businesses, perform a similar role in personalized communication. In addition, Hallmark is a substantial user of First-Class Mail in the conduct of its own business.

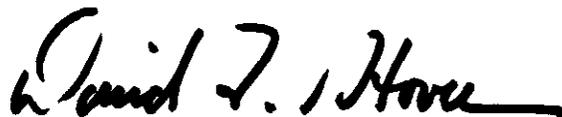
Hallmark intends to participate fully in all aspects of this proceeding, within the letter and spirit of § 20a of the Rules of Practice.

It is requested that service of documents be made upon:

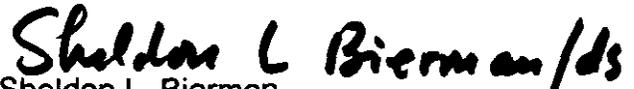
David F. Stover, Esq.
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October 16, 2001

Respectfully submitted,



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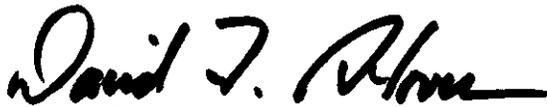
Attorneys for Hallmark Cards,
Incorporated

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.

Arlington, VA, this 16th day of
October, 2001.

Respectfully submitted,



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