

UNITED STATES OF AMERICA

Before the
POSTAL RATE COMMISSION
Washington, D.C. 20268

RECEIVED

DEC 10 12 06 PM '01

POSTAL RATE COMMISSION
OFFICE OF THE SECRETARY

Postal Rate and Fee Changes, 2001

Docket No. R2001-1

INTERROGATORIES OF LIFETIME ADDRESSING, INC.
TO UNITED STATES POSTAL SERVICE WITNESS
LINDA A. KINGSLEY (LIFETIME/USPS-T39-1-2)
December 8, 2001

Pursuant to Rules 25 through 28 of the Rules of Practice of the Postal Rate Commission, Lifetime Addressing, Inc. ("Lifetime") hereby submits the following interrogatories to United States Postal Service witness Linda A. Kingsley.

Respectfully submitted,



Camille Q. Bradford

Camille Q. Bradford, Esq.
Vice President
Lifetime Addressing, Inc.
11515 Quivas Way
Denver, CO 80234
303-460-0371
Fax: 303-469-3237
bradford@lifetimeaddressing.com

LIFETIME/USPS-T39-1: Please refer to your testimony, USPS-T39 at page 9, lines 6-7, where you state that the Postal Automated Redirection System (PARS) "will eliminate multiple downstream handlings by moving the processing of UAA letter mail up the automation ladder."

- (a) What is the most recent annual cost to USPS of processing UAA mail?
- (b) How much are the enhancements to the automation equipment projected to cost in order to implement the PARS system?
- (c) Please indicate the annual cost saving the PARS system is projected to achieve in CY 2003 and all years thereafter for which projections have been made.

LIFETIME/USPS-T39-2: Please refer: (1) to your testimony, T-39 at page 13, lines 14-26 where you describe future systems beyond the test year being pursued by USPS to increase automated volumes, and (2) to the attached article describing "personalised postcodes" being developed by Royal Mail.

- (a) Has USPS undertaken any project to investigate whether "automated volumes" could be increased and/or UAA mail decreased by replacing the use of physical addresses with a standardized system of unique identifiers for each mail recipient and a database of their current physical addresses? If your answer is "yes" please identify the project(s) with specificity.
- (b) Has USPS undertaken any project similar to Royal Mail's "personalised postcodes" or any other addressing project to develop a standardized system of unique identifiers for mail recipients? If your answer is "yes" please identify such project(s) with specificity.
- (c) If your answer is "no" please identify any present USPS project(s), not identified in your testimony or in response to the foregoing interrogatories, to increase "automated volumes" and/or to decrease the volume of UAA mail and the cost of processing it.



Go to: [Guardian Unlimited home](#)

MediaGuardian.co.uk Marketing & PR

[Home](#) [Advertising](#) [Broadcast](#) [Marketing & PR](#) [Press & publishing](#) [New media](#) [City](#) [Jobs](#)
[Monkey](#) [This week](#) [Services](#) [Special reports](#) [Trade round-up](#) [TV overnights](#) [Talk](#) [Quiz](#)



[Marketing & PR](#) | [New media](#)

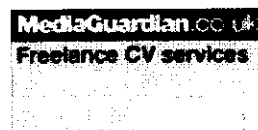
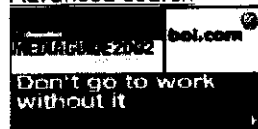
Royal Mail to combat rise of email

Julia Day
Thursday June 14, 2001

Royal Mail is to introduce personalised postcodes that will allow people to move a dozen times in a year and still get all their mail delivered by the postman.

Search this site

Advanced search



Royal Mail hopes to combat the rise of email by finding innovative new ways for people to send what has become known as "snail mail".

According to Royal Mail, 80m letters are sent every day - an increase from 55m 10 years ago.

However, bosses are worried email will kill off letter writing. The current Royal Mail advertising campaign aims to persuade people that receiving something in the post is preferable to getting a message in cyberspace.

"The idea behind personalised postcodes is that no matter where you live - or if you move - you can still get your post," said a Royal Mail spokesman. The system should be in operation within two years.

Personalised postcodes could be a godsend for people, such as students, who move home frequently. It will also eliminate the need to pay the Post Office to forward misdirected mail.

Lorna Clarkson, Royal Mail's new director of innovation, is responsible for the initiative.

Ms Clarkson, one of Royal Mail's chief marketers, was moved into the role after Gillian Wilmot, the consumer markets managing director, carried out a staff restructure.

Recent story

[13.06.2001: Royal Mail branding up for review](#)

Recent articles

[Ali/Coke deal](#)

[Gerbeau on politics](#)

[PY Gerbeau on the media](#)

[Gerbeau on the lessons to be learned from the Dome](#)

[PY Gerbeau on marketing](#)

[M&S launches loyalty scheme](#)

[ITV ditches heart slogan](#)

[Selling smells](#)

[Old Spice - the sweet smell of success?](#)

[PR bill for empty Dome branded 'outrageous'](#)

[MediaGuardian.co.uk services](#)

[Smarterwork: find a quality freelance here](#)

[Imagegrabber: search the leading online picture libraries](#)

[Marketingfile.com: search and buy targeted mailing lists](#)

[Printable version](#) | [Send it to a friend](#) | [Read it later](#) | [See saved stories](#)

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.



Camille Q. Bradford

December 8, 2001