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The Honorable Dan Blair  
Chairman  
Postal Regulatory Commission  
901 New York Avenue, NW, Suite 200  
Washington, DC 20268-0001

Chairman Blair :

Now that the "Summer Sale" has been officially submitted for public comment and approval, we here at L.L.Bean wanted to pass along our sincere appreciation for the work that went into this novel program. The idea of a volume incentive was discussed when David Todd and I visited your offices earlier in the year – it's a credit to the efforts of the USPS and the Commission that R2009-3 is a distinct possibility just a few short months later.

I also want to assure you that L.L.Bean will do everything possible to maximize our mail volume during this period. Final volumes will depend on program details and L.L.Bean's inventory position, but we anticipate mailing at least ten million additional catalogs over our current plan. With more advance notice, this number would have certainly been higher.

Again, thank you for your considerable work on this program. L.L.Bean and myself strongly support R2009-3 and encourage the Commission to endorse the program as submitted.

Sincerely,

Steve Fuller  
Chief Marketing Office  
Senior Vice President  
L.L.Bean, Inc.

CC: Mr. Jack Potter  
Postmaster General / CEO  
U.S. Postal Service