



Experian Marketing Services
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Mr. Dan Blair
Chairman
Postal Regulatory Commission
901 New York Avenue NW, Ste 200
Washington, DC 20268-0002

Via email: dan.blair@prc.gov

Dear Chariman Blair:

May 19, 2009

I am writing to you in response to your current docket on the USPS summer sale. Experian is a global five (\$5B) billion dollar data company mostly known for our global credit bureau business. We are a user of the mail (in First-Class Mail) and spend tens of millions of dollars per annum to mail credit reports (we cannot mail direct marketing mail for this type of business). However, we are also a Marketing Services bureau where we touch in excess of 40 billion pieces of mail sent via the USPS per annum by processing over 110 billion addresses per annum. We clearly are a key participant of the overall USPS mailstream and strong USPS partner.

I am writing you to inform you that we are supporting the USPS summer sale. In fact, *we are going to offer our clients a rebate of sorts for additional data orders and address hygiene processing* so that the supply chain acknowledges the importance of this offering and participates with the USPS to make this program a success. We believe that it is important to identify to the PRC how valuable this program is to the overall industry given the current economic environment the USPS and US in general are faced with today. Please keep in mind that each day there is a delay in approving such a sale it will impact the overall participation by mailers and mail volume due to a time required to ramp this program up.

Since we are usually the front end of the direct mail campaign because of the data selections and demographics made to generate the mailing, I can tell you that it can take up to eight (8) weeks before a campaign gets into the mail. Every day there is a delay in the decision, it delays the implementation for larger mailers. Also, paper, production time, data/addresses for new prospects and logistics need to be planned and purchased thus no one will commit to this program until a final decision is submitted by the PRC.

Therefore, we urge you to consider swift and careful consideration and approve this first time summer sale. We thank you for the opportunity to comment on this docket.

Regards,

Steven W. Lopez
Vice President, Postal Products & Affairs