

PLANNER PADS[®], CO.

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May 21, 2009

Chairman Blair,

Planner Pads Co. is a small business that has been in existence since 1973. Over these years the company has grown driven by an aggressive direct marketing strategy employing direct mail as its only means to prospect. We have increased mailed pieces each of the last 11 years that I have been President of the company.

Given our use of the mail service, we were thrilled to hear about the Summer Sale. Particularly, because our "season" kicks off in late summer with a prospecting mailing in mid August.

When details of the sale emerged, we were very surprised to find out that the Summer Sale's qualifying time period didn't include any of the summer and because of that, we don't qualify.

We mailed almost 1,700,000 pieces and spent \$382,000 with USPS in 2008, but don't qualify because of an arbitrary time range.

If the qualifying time range were to be expanded back to include August and our prospecting mailing, then we would easily qualify. With a 8/1/07 – 3/31/08 time range, we mailed 1,173,443 pieces. Which for the record, is +10% more than same time range the prior year. In addition to what we mail, in 2008 we spent almost \$45,000 in Priority Mail shipping.

Like many companies, the economy has been tough on us and our business is off year to date. We are hoping that things will turn around in the back half.

Granting an exemption and allowing us to participate in the Summer Sale would allow us to use the Sale's savings to significantly increase our mailing quantities and help us get back the business we have lost and give us some momentum going into 2010.

Sincerely,
William M. Crosson
President

