

BEFORE THE  
POSTAL REGULATORY COMMISSION  
WASHINGTON, D.C. 20268-0001

Complaint of Gamefly, Inc.

)

Docket No. C2009-1

VALPAK DIRECT MARKETING SYSTEMS, INC.  
NOTICE OF INTERVENTION  
(July 21, 2009)

Valpak Direct Marketing Systems, Inc. (hereinafter "VDMS"), an affiliate of Cox Target Media, Inc., hereby files its Notice of Intervention as a full participant in the above-captioned proceeding pursuant to Rule 20 of the Rules of Practice and Procedure, 39 CFR section 3001.20, and Commission Order No. 92.

VDMS is a substantial user of Standard Mail, as well as other classes of mail.

Service of documents relating to this proceeding should be made on each of the following:

William J. Olson, Esquire  
John S. Miles, Esquire  
Jeremiah L. Morgan, Esquire  
William J. Olson, P.C.  
370 Maple Avenue West, Suite 4  
Vienna, VA 22180-5615  
Tel: (703) 356-5070  
Fax: (703) 356-5085  
E-mail: wjo@mindspring.com

John Haldi, Ph.D.  
Haldi Associates, Inc.  
488 Madison Avenue, Suite 1100  
New York, NY 10022-5702  
Tel: (212) 486-9494  
Fax: (212) 759-4114  
E-mail: jhaldi@aol.com

VDMS submitted comments on the Commission's rulemaking proceeding (Docket No. RM2008-3) implementing the new complaint authority under the Postal Accountability and Enhancement Act (Pub. L. 109-435) and has an interest in the issues raised by Gamefly, Inc.'s complaint and the procedures employed in its consideration, and could be significantly affected by the resolution of the complaint and any precedent resulting from this litigation.

At this time, VDMS takes no position on the need for a hearing in this matter.

Respectfully submitted,

---

William J. Olson  
John S. Miles  
Jeremiah L. Morgan  
WILLIAM J. OLSON, P.C.  
370 Maple Avenue West, Suite 4  
Vienna, Virginia 22180-5615  
(703) 356-5070

Counsel for:  
Valpak Direct Marketing Systems, Inc.