

BEFORE THE  
POSTAL REGULATORY COMMISSION  
WASHINGTON, DC 20268-0001

Station and Branch Optimization  
And Consolidation Initiative

Docket No. N2009-1

NOTICE OF INTERVENTION OF THE  
DIRECT MARKETING ASSOCIATION  
(July 29, 2009)

Pursuant to Section 20a of the Commission's Rules of Practice and Procedures, at 39 C.F.R. 300.20a, the Direct Marketing Association (DMA) hereby gives notice of its intervention as a limited participant in the above-captioned proceeding.

A large majority of DMA's 3500 member companies utilize virtual every class of mail in order to reach the public. Even as new technologies have been incorporated into their business models, the mail delivered by the U.S. Postal Service has remained a linchpin multi-channel marketing.

Service of documents pertaining to this proceeding may be served on the undersigned.

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