

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

MARKET TEST OF EXPERIMENTAL PRODUCT-
GIFT CARDS

Docket No. MT2011-2

NOTICE OF MINOR REVISION TO
THE NOTICE OF THE UNITED STATES POSTAL SERVICE OF
MARKET TEST OF EXPERIMENTAL PRODUCT - GIFT CARDS [ERRATA]
(January 28, 2011)

In developing the Gift Cards market test for implementation, the Postal Service has learned that customers might benefit from the option to purchase a \$25 variable gift card, along with the \$25 fixed card. For example, variable cards may have a greater variety of designs than fixed cards. The Postal Service therefore revises page 3 of its Notice, filed January 5, 2011, to change the minimum value of variable cards from \$26 to \$25. The revised page 3 follows.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

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purchased, with the Postal Service operating solely as a sales channel. The Postal Service may also test the sale of closed loop cards (i.e., cards that are specific to a particular merchant) though no plans have been established as of this date.

The Postal Service will test open loop cards with fixed amounts as well as variable amounts. For variable cards, the Postal Service will establish a minimum amount, allowable incremental amounts, and a maximum amount. For both fixed cards and variable cards, the Postal Service will establish limits as to the monetary value of the cards that can be purchased by a customer in a specified timeframe, in order to protect against fraud and money laundering. Currently, the Postal Service plans to sell fixed cards of \$25 and \$50, and to sell variable cards with a minimum allowed value of \$25, and a maximum allowed value of \$100; customers may choose any variable amount within that range in \$1 increments. The Postal Service also intends to set a \$500 daily maximum face value of cards purchased per customer, and a \$3,000 weekly maximum face value of cards purchased per customer.

Initially, the cards will only be available for purchase at Postal Service retail windows, and will not be sold at Automated Postal Centers (APCs) or on USPS.com. A card will be activated by the retail associate when it is purchased. Once activated, the funds loaded onto the card will be immediately available.

The market test is planned for two calendar years. In May 2011, the product will be launched in 2,000 retail locations that currently sell greeting cards, in order to take advantage of the inherent cross-selling opportunity between gift