PrimeNet
Direct Marketing Solutions

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United States of America
Postal Regulatory Commission
901 New York Avenue NW, Suite 200
Washington, DC 20268-0001

RE: Docket # MT2011-3: Market Test – Marketing Mail Made Easy

PrimeNet Direct Marketing Solutions is a full-service, direct marketing company that offers expertise in data analytics, list management, variable data, printing, mail processing, online order-entry and program support. With more than 45 years of experience, PrimeNet has a strong, national presence in the marketplace and operations in Clearwater Florida and satellite locations throughout Minnesota, employing approximately 100 people.

We mail in excess of 70 million mail pieces per year for approximately 175 customers. Our customers are located throughout the United States and their businesses rely on our company to provide our services to promote their product(s). Without direct marketing efforts, these companies would be without revenue, forcing their businesses to close.

We believe that this docket along with the USPS January 2nd rule change to allow city style flats to be mailed without address is step in the WRONG direction. The USPS is claiming that much of the mail from both programs will come from small to medium sized businesses that have not had an opportunity to use mail in their marketing efforts. Our customer base is basically made up of these "small to medium sized businesses"!

Our company only works with reputable companies such as National Association of Advertising Distributors, Inc (NAAD) to obtain our mailing lists. They have strived, with assistance from the USPS to streamline their addressing practices to honor privacy issues. NAAD is one of two complete national files of all deliverable address in the country that can eliminate a name in seconds after receiving a request from a mail recipient to DO NOT MAIL. With this new docket, will the post office now be delivering mail to ones who have requested be on the DO NOT MAIL list?

I hope other companies in our industry taking the time to address a few of these concerns with you. Should you have any questions, I can be reached at 1-800-826-2869 x 5205 or 727-812-5205.

Regards,

Mark J. K

Mark Keefe
President