

Compact Information Systems

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Postal Regulatory Commission

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

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

Honorable Commissioners

Compact Information Systems is a major provider of mailing list data in the United States. For more than 22 years we have provided address information to mailers both large and small. We currently supply more than 3 billion pieces of mail with addresses annually from locations in Florida, Texas and Washington State. Over the past two decades we have worked diligently with the USPS to increase address quality and reduce UAA mail.

The reason for this letter is to voice concern over both the Marketing Mail Made Easy program as well as the January 2nd decision to extend simplified mail to City Route flats. One of the main reasons the USPS cites for introducing these programs is to get small and medium business into the mail stream. I can tell you with confidence that these customers already mail. We produce thousands of jobs per week with the majority being less than 20,000 pieces. The simplified program introduced has high probability of making the large marriage mail programs like Red Plum and Pennysaver less expensive, driving mail from the solo mail stream to their products, ultimately reducing USPS revenue.

Privacy (Do Not Mail) legislation is also a major concern. Allowing more unaddressed mail into the mailbox will undoubtedly produce thousands of pieces of mail delivered to individuals who have expressed a desire not to receive advertising mail and have opted out. Compact Information Systems has been a pioneer in real time address suppression for direct mail. Currently, if a person requests to be opted out of a certain mailing, their address will be keyed into our suppression system and all mail going forward from that minute on will not include their address. Trying to have the USPS Carriers keep track of millions of pieces of suppressed mail over tens of thousands of mailings annually will simply not work.

Another issue is how these programs came to be. There was virtually no industry or other public input. In fact, historically there has been opposition to previous attempts at similar programs. The process by which the USPS introduces new products and programs should be open and transparent.

If you have any questions about the comments expressed in this letter, please feel free to contact me at 425-869-1379.

Sincerely,

Pat Wiley