

Before the  
POSTAL REGULATORY COMMISSION  
Washington, DC 20268-0001

Mail Processing Network :  
Rationalization Service : Docket No. N2012-1  
Changes, 2010 :

NOTICE OF INTERVENTION OF THE GREETING CARD ASSOCIATION

Pursuant to Order No. 1027 (December 7, 2011) and § 20 of the Commission's Rule of Practice, the Greeting Card Association (GCA) hereby gives notice of intervention in this proceeding as a full participant. As the association uniting more than 225 United States greeting card publishers, who together market at least 90 percent of the greeting cards sold in the Nation, GCA is also the only trade organization representing the postal interests of the citizen mail user who purchases and mails its members' products. The citizen mailer characteristically uses Single-Piece First-Class Mail and thus has a unique, and uniquely important, interest in insuring adequate service for that mail category. Accordingly, GCA intends to participate fully in the hearings and other proceedings associated with this Docket.

As required by § 20(b) of the Rules of Practice, GCA designates the following person to receive service of documents:

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December 9, 2011

Respectfully submitted,

GREETING CARD ASSOCIATION

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