

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, DC 20268-0001

Mail Processing Network Rationalization
Service Changes, 2012

Docket No. N2012-1

NOTICE OF INTERVENTION OF THE
DIRECT MARKETING ASSOCIATION, INC.
(December 21, 2011)

The Direct Marketing Association (DMA) hereby gives notice of its intervention in the above-captioned proceeding in accordance with Order No. 1027.

DMA's interest stems from the fact that a large majority of DMA's 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 in multi-channel marketing. Proposals that may result in changes in the nature of service are, therefore, of considerable importance to its member companies.

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

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