

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

EXPRESS MAIL AND EXPRESS MAIL
INTERNATIONAL NAME CHANGE

Docket No. MC2013-45

**NOTICE OF THE UNITED STATES POSTAL SERVICE OF
MINOR CLASSIFICATION CHANGE**
(April 24, 2013)

Pursuant to 39 C.F.R. §§ 3020.90 and 3020.91, the United States Postal Service (Postal Service) hereby gives notice of minor changes to the Mail Classification Schedule (MCS). The proposed changes reflect the Postal Service's plan to rename Express Mail® and Express Mail International® as Priority Mail Express™ and Priority Mail Express International™. To effectuate these changes, the Postal Service will be revising its regulations in the Domestic Mail Manual (DMM®), International Mail Manual (IMM®), and other related publications. The proposed name changes will take effect on July 28, 2013.¹

While Express Mail has long served as the Postal Service's fastest mailing/shipping service, revenue and volume figures for this product have stagnated in recent years. In an effort to refresh the public's awareness of Express Mail, the Postal Service decided to change the product's name to Priority Mail Express. The name of Express Mail International is also being changed to Priority Mail Express International to

¹ While customers will be encouraged to adopt the new product names and packaging as soon as possible, the Postal Service understands that these mid-year name changes will impact our customers' mailing systems. Accordingly, the Postal Service will allow mailers to continue using the Express Mail and Express Mail International names (and associated packaging) until January 2014.

preserve the current naming/packaging relationship between the products. It is hoped that these name changes will help reinvigorate Express Mail by leveraging the widespread recognition of, and positive associations with, the Priority Mail® brand. As an added benefit, the proposed name changes would effectively consolidate most of the Postal Service's shipping products under a single brand identity.

Based on the above, the Postal Service submits to the Commission the conforming name changes listed below. The Postal Service requests that the Commission approve the proposed name changes and incorporate them into its recently issued draft of the MCS.

Current Text:

Express Mail
Express Mail Corporate Account (EMCA)
Express Mail International

Revised Text:

Priority Mail Express
USPS Corporate Account (USPSCA)
Priority Mail Express International

Respectfully submitted,

UNITED STATES POSTAL SERVICE

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