



Distribution Directions

Brown Printing Company
2300 Brown Avenue
PO Box 1549
Waseca, MN 56093-0517

DISTRIBUTION STAFF

Pat Bayer

Distribution Director
507-837-4727
pat.bayer@bpc.com

Erv Drewek

Distribution/Postal Affairs Manager
507-837-4772
erv.drewek@bpc.com

Gail Johnson

Transportation Manager
507-837-4743
gail.johnson@bpc.com

Deb Reker

Waseca Distribution Manager
507-835-0499
deb.reker@bpc.com

Rich DeMenno

East Greenville Distribution Mgr
215-541-2536
rich.demenno@bpc.com

Mark Resh

Woodstock Distribution Manager
815-338-6750
mark.resh@bpc.com

Lori Bresnahan

Manager, Alliance List Services
507-835-0386
lori.bresnahan@bpc.com

Mike Stern

Senior Logistics Specialist
215-541-2758
michael.stern@bpc.com

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erv.drewek@bpc.com



*** Breaking News ***

The Postmaster General has just issued the following statement:

October 15, 2009

DMM Advisory

Pricing — keeping you informed about the prices and mailing standards of the United States Postal Service

To Postal Service Customers:

Many of you have expressed concerns regarding mailing costs for 2010. The tough economic climate has presented significant challenges to all of us and pessimistic speculation has suggested that postal prices could increase by as much as 10 percent.

As we begin a new fiscal year and as many of you, our business clients, are preparing your 2010 operating budgets, we want to end all speculation.

The Postal Service will not increase prices for market dominant products in calendar year 2010.

Simply stated, there will not be a price increase for market dominant products including First-Class Mail, Standard Mail, periodicals, single-piece Parcel Post. There will be no exigent price increase for these products.

This is the right decision at the right time for the right reason. Promoting the value of mail and encouraging its continued use is essential for jobs, the economy, and the future of both the Postal Service and the mailing industry.

While increasing prices might have generated revenue for the Postal Service in the short term, the long term effect could drive additional mail out of the system. We want mailers to continue to invest in mail to grow their business, communicate with valued customers, and maintain a strong presence in the marketplace. Changes in pricing for our competitive products—Priority Mail, Express Mail, Parcel Select, and most international products—are under consideration. We expect to announce a decision in November.

We are committed to working with customers to find ways to grow the mail through innovative incentives like the Summer Sale and contract pricing. Mail is the most effective means of communication and advertising and we will continue to work together to increase the value of the mail. Mail is a smart investment for the future.

The *Domestic Mail Manual* (DMM) is available on Postal Explorer (pe.usps.com). To subscribe to the DMM Advisory, send an e-mail to dmmadvisory@usps.com. Simply indicate "subscribe" in the subject line.