



February 2007

Dear Postal Customer:

In the continuing effort to provide more efficient and effective mail delivery, starting August 1, 2007, the United States Postal Service (USPS) is implementing new requirements in the software you use to process your address lists.

As you are aware, the USPS relies on address-matching software to ensure the accuracy of addresses on mail qualifying for postage discounts. Each year vendors submit their address-matching software to the Postal Service to certify it through the Coding Accuracy Support System (CASS™). The next regularly scheduled update to this certification process (Cycle L) will be implemented on August 1, 2007. Starting on that date, the process by which a ZIP + 4® code is added to an address (delivery point), will be required to include a primary number validation through the use of Delivery Point Validation (DPV™). Only those addresses that contain primary number information (street, PO Box numbers, Rural Route Box numbers) that can be confirmed as being accurate will be assigned the proper ZIP + 4 code from the USPS ZIP + 4 directory. Addresses that do not have confirmable primary number information may be assigned a 5-digit ZIP Code™ but will not be assigned a ZIP + 4 code; therefore, pieces bearing those addresses will be ineligible for postal automation discounts.

Use of CASS Certified software (Cycle L) will provide many benefits including an increased confidence in the quality of the ZIP + 4 coded addresses in your database. Overall, this new DPV requirement will help you efficiently reach more of your intended recipients through our automated processes and avoid lost opportunities with your customers due to Undeliverable-As-Addressed (UAA) mail.

We recommend that you do not wait until this new requirement becomes effective in August 2007—you can start improving your address lists immediately! Talk with your software vendor or service provider to get started. You can process your address lists today using DPV to determine which addresses cannot be validated to the delivery point and then use your vendor or Postal Service address correction products to resolve those addresses.

You may get more information regarding CASS Certified software and these requirements at <http://ribbs.usps.gov/doc/cmng.html>. Also, you can contact your software vendor or the USPS National Customer Support Center at 800-642-2914 or via email at CASSMAN.NCSC@USPS.GOV.

Sincerely,

A handwritten signature in black ink that reads "Anita Bizzotto".

Anita J. Bizzotto
Chief Marketing Officer
and Executive Vice President

A handwritten signature in blue ink that reads "Charles Bravo".

Charles E. Bravo
Senior Vice President
Intelligent Mail and Address Quality