



AMERICAN CATALOG  
MAILERS ASSOCIATION

April 29, 2009

Mr. Robert F. Bernstock  
President, Shipping and Mailing Services  
United States Postal Service  
475 L'Enfant Plaza SW, Room 10229  
Washington DC 20260-0229

Dear Bob:

Given the circumstances, ACMA felt compelled to submit comments on a "Summer Sale" concept in advance of any official filing as we feel it is essential that the mailing community demonstrate public support for the significant efforts of you and your management to find productive new solutions to challenging problems. A copy of our recent communication to the PRC is enclosed.

We appreciate your energy to accelerate change and the ongoing work to "fix cataloging." ACMA hopes the Summer Sale idea becomes only one of many innovative solutions that drive long term success to our mutual businesses.

Sincerely,  
The American Catalog Mailers Association

Hamilton Davison  
Executive Director

/enclosure