



POSTAL NEWS

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USPS Ready to Deliver on Record Spending Cyber Monday *Americans expected to spend more than \$1.2B on Nov. 26*

WASHINGTON — Count on the U.S. Postal Service to deliver the record amount of purchases 130 million Americans are expected to make on Cyber Monday 2012, the biggest online spending day ever.

According to the *National Retail Federation* (NRF), 51.8 percent of people will take advantage of Web-based sales and consumers can take advantage of the Postal Service's incredible products and services delivered at an exceptional value to help make this the **Best Holiday Ever!**

"The holiday season is our Super Bowl, with 365 million packages expected to be delivered by the Postal Service this year," said Gary Reblin, vice president, Domestic Products. "Whether it's Cyber Monday or any day, USPS will continue to take a leadership role as a catalyst of e-commerce trade between consumers and online merchants."

The NRF predicts holiday sales to grow 12 percent this year to nearly \$100 billion. That means each person will do more than a third of their shopping online. The numbers continue to show support for the growing popularity of online shopping, which grew from \$72 billion in 2002 to more than \$250 billion in 2011.

Typically viewed as the ceremonial kickoff to the online holiday shopping season, Cyber Monday represents one of the few billion-dollar online spending days of the year and USPS is ready to deliver unmatched value and convenience on Monday and throughout the holiday season.

And while the Postal Service has plenty of products and services to help make your holiday mailing and shipping simpler than ever before, the best advice is to start early. For more information on mailing and shipping services this holiday season, please visit www.usps.com/cheer.

Reblin added that the Postal Service wants 100 percent visibility of all mail and all packages and track them as they move through our network.

"USPS is committed to providing customers with timely, reliable and accurate delivery service at reasonable prices so they can enjoy this special time of the year," Reblin said.

The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

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Please Note: For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at <http://about.usps.com/news/welcome.htm>.

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation — 151 million residences, businesses and Post Office™ Boxes. The Postal Service™ receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations. With 32,000 retail locations and the most frequently visited website in the federal government, *usps.com*®, the Postal Service has annual revenue of more than \$65 billion and delivers nearly 40 percent of the world's mail. If it were a private sector company, the U.S. Postal Service would rank 35th in the 2011 Fortune 500. In 2011, Oxford Strategic Consulting ranked the U.S. Postal Service number one in overall service performance of the posts in the top 20 wealthiest nations in the world. *Black Enterprise* and *Hispanic Business* magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency for six years and the sixth Most Trusted Business in the nation by the Ponemon Institute.

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