

FACT SHEET

Improved Priority Mail®

FEATURES



Day-Specific Delivery



Free Insurance



Improved Tracking



New Look



Postal Service Launches Major Upgrades to Priority Mail®

Capitalizing on the strong growth of its shipping business, the Postal Service has launched major upgrades to its domestic Priority Mail, with features including free insurance¹, improved USPS Tracking™ and day-specific delivery information.

Free Insurance

Free insurance of up to \$50 per package is a new and important Priority Mail feature designed to meet the needs of small businesses. High-volume customers can receive up to \$100 of free insurance per package.¹

Day-Specific Delivery

Priority Mail customers will benefit from receiving day-specific delivery information. Priority Mail will now provide scheduled delivery – 1-day, 2-day or 3-day depending on origin and destination.

Free USPS Tracking

Tracking and scheduled delivery information will be prominently and conveniently located on customer receipts and also available online using Track and Confirm.

¹Exclusions apply.

²Service commitment based on location and time. Some restrictions apply.

³For details on free Package Pickup, visit usps.com/pickup.

Priority Mail Express



Domestic Express Mail services will be continued as Priority Mail

Express™, which will provide next day service to most destinations with a money-back guarantee and up to \$100 of free insurance.²

Preserving Legacy Attributes

Other competitive advantages of Priority Mail will continue to be offered including no hidden charges, free supplies and Package Pickup³, and a variety of package sizes and pricing.

Refreshed Priority Mail Supports Small Businesses

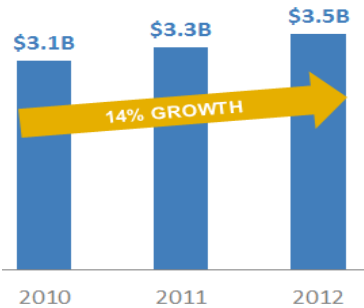


Improved Priority Mail supports the increase in rising e-commerce and an evolving marketplace.

Our improved Priority Mail provides small businesses with a reliable and affordable delivery service to ship goods.

With free insurance included on most Priority Mail packages combined with improved USPS Tracking and day-specific delivery, the Postal Service can be the delivery method of choice for small businesses.

Postal Service Sees Strong Growth in its Package Business



Over the last few years, the Postal Service has experienced double digit growth in revenue from its packaging and shipping product line.

As e-commerce growth continues to increase the reliance on delivery services for consumers and businesses, the Postal Service expects its package and shipping business to achieve further growth in revenue.

Closing Competitive Gaps, Creating Compelling Reason to Choose USPS



With changes to its Priority Mail product, the Postal Service has worked to close competitive gaps in an evolving marketplace to drive shipping growth. Now with free insurance, improved USPS Tracking and day specific delivery information, Priority Mail can help meet the particular needs of small businesses and frequent shippers.

Priority Mail continues to provide a compelling reason to do business with the Postal Service.

Learn more about the improved Priority Mail at usps.com/makingprioritymailbetter.

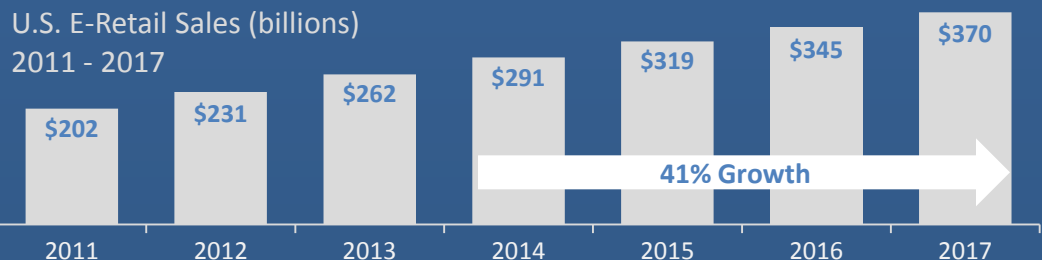
AVAILABLE TODAY

- Post Offices and *USPS.com* began using new packaging supplies and included insurance on July 28
- To minimize environmental impact, prior packaging will be used in some locations until stock runs out
- Priority Mail and Priority Mail International will now use the same packaging

Start shipping your packages today using the refreshed Priority Mail at usps.com



GROWTH TREND
Online consumers will increase spending to 62 percent by 2016



Source: Forrester Inc.