



POSTAL NEWS

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U.S. Postal Service Expands Mobile Access to Customers *New BlackBerry App to Serve Nearly One-Fourth of Smart Phone Users*

WASHINGTON — Building on the success of its Apple and Android smart phone applications, the U.S. Postal Service this week launched a usps.com app for BlackBerry. The BlackBerry app will allow users to track and confirm a package, locate a Post Office, and look up a ZIP Code more quickly and easily.

"Since more and more people are accessing the Internet from mobile devices, we wanted to be sure our customers' experiences on their smart phones are convenient and user-friendly," said Kelly Sigmon, vice president, Channel Access. "This BlackBerry app is the latest example of our continuing efforts to make it easier for customers to conduct postal business, when and where they want."

BlackBerry comprises 23 percent of the smart phone market nationwide, according to Comscore, as reported in the Aug. 10, 2011, issue of *Forbes*.

The BlackBerry app is the fourth mobile platform deployed by the Postal Service in two years. Customers have downloaded Postal Service apps more than 1.2 million times, and there are more than 4 million visits a month through all Postal Service mobile channels.

The new Postal Service BlackBerry application is compatible with a number of BlackBerry devices, including Bold 9000, Bold 9700, Curve 8900, Storm 9530, Storm 9550, and Tour 9630.

The app is free and available from the BlackBerry appworld or by going to usps.com/mobile

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

We're everywhere so you can be anywhere: uspseverywhere.com

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A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 150 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 \$67 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 29th in the 2010 Fortune 500. *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 six consecutive years and the sixth Most Trusted Business in the nation by the Ponemon Institute.