



POSTAL NEWS

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Pictured left to right: Patrick R. Donahoe, Postmaster General, U.S. Postal Service; Joe Schick, director of Postal Affairs, Quad/Graphics; Ron Stroman, Deputy Postmaster General, U.S. Postal Service; Nagisa Manabe, chief marketing and sales officer, executive vice president, U.S. Postal Service

Quad/Graphics and U.S. Postal Service Redefine the Digital Mail Experience *Quad/Graphics Earns the U.S. Postal Service Partnership for Growth Award*

SAN FRANCISCO — Quad/Graphics, a leading global printer and media channel integrator, was recognized by the U.S. Postal Service this week for excellence in driving technology innovation and supporting growth for the mailing industry. Postmaster General and Chief Executive Officer, Patrick R. Donahoe presented the inaugural Partnership for Growth award to Quad/Graphics at the annual National Postal Forum.

The prestigious award represents the Postal Service's dedication to recognizing innovation in a rapidly evolving technology environment. "Quad/Graphics has played a tremendous leadership role in our industry, and has pushed the boundaries of innovation and technology use," said the Postmaster General. "Our collaboration with Quad/Graphics demonstrates how technology is making mail more powerful and transforming the mailing industry."

Quad/Graphics received the recognition for its leadership role in driving technology advancements in direct mail, catalogs and magazines. These innovations help customers — large and small — make better use of digital technologies, social integration and smart codes to improve the mail experience. Through pushing the boundaries and adapting mail with new technology, Quad/Graphics and USPS join forces to drive growth and competition in the mailing industry.

"Our success as a company is directly linked to our long-standing commitment to technology leadership. As innovative people redefining print, we are constantly developing and deploying solutions that build on the proven power of print and mail in a multichannel media world," said Joel Quadracci,

President and CEO of Quad/Graphics, who accepted the award via video Monday. “Through our suite of interactive print solutions, we are redefining how printed materials can be used in the mail to better engage consumers and maximize business results. That’s what will drive growth for us and the printing and mailing industries. We appreciate being recognized for our leadership role with this prestigious award.”

The Partnership for Growth award recognizes Quad/Graphics for being at the forefront of driving technology advancements in direct mail, catalogs and magazines. Early on, Quad/Graphics shared information about its interactive print solutions, which helped the Postal Service make decisions on technology-driven promotional initiatives using QR codes. Quad/Graphics continues to advocate for the Postal Service and its use of integrating technologies to increase mail volume. The company also is a leader in developing new technology tools and applications, as well as state-of-the-art performance measurement tools that meet the dynamic needs of today’s marketers and publishers.

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 media interested in attending the National Postal Forum, please contact Toni DeLancey at the contact information listed above.

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

For reporters interested in speaking with a regional Postal Service public relations professional, please go to about.usps.com/news/media-contacts/usps-local-media-contacts.pdf.

About Quad/Graphics

Quad/Graphics (NYSE: QUAD), a leading global printer and media channel integrator, is redefining print in today’s multichannel media world by helping marketers and publishers capitalize on print’s ability to complement and connect with other media channels. With consultative ideas, worldwide capabilities, leading-edge technology and single-source simplicity, Quad/Graphics has the resources and knowledge to help its clients maximize the revenue they derive from their marketing spend through channel integration, and minimize their total cost of production and distribution through a fully integrated national distribution network. The Company provides a diverse range of print solutions, media solutions and logistics services from multiple locations throughout North America, Latin America and Europe.

About The U.S. Postal Service

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation: 152 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 more than 31,000 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 42nd in the 2012 Fortune 500. The Postal Service has been named the Most Trusted Government Agency for seven years and the fourth Most Trusted Business in the nation by the Ponemon Institute.

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