PPAI The News.

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PPAI TO ADDRESS PROPOSED UNITED STATES POSTAL SERVICE RATE CHANGES AT THE PPAI EXPO 2007

Irving, Texas, (December 15, 2006) Promotional Products Association International (PPAI) will host a "brown bag lunch" to address the proposed United States Postal Service rate changes as well as other legislative issues for 2007. This session will emphasize the new "Not Flat Machinable" postal category. This "Legislation and Lunch" session will be held on Wednesday, January 3, from noon to 1pm during The PPAI Expo 2007 in the Mandalay Bay Convention Center, Level 2, Breakers I.

The USPS proposed changes will base shipping prices on the shape rather than the weight or content of the mail piece. This change, combined with the proposed rate hikes on Standard Mail parcels, could increase mailing costs for many promotional products by more than 150% on average.

"We are gratified that the Postal Service is receptive to working with mailers to identify practical packaging solutions. However, the sheer number of promotional products affected by this new mailing category makes that process cumbersome, if not impossible," said Steve Slagle, CAE, PPAI president. "I urge you to take action and contact the United States Postal Service and the Postal Rate Commission to oppose this new mailing category."

Slagle and John Satagaj, PPAI legal counsel, will lead an interactive session to address the proposed changes, packaging solutions and lobbying efforts underway by PPAI and many others to oppose this USPS proposal. To learn more about the proposed rate changes and obtain a sample letter, please click HERE.

For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at **www.ppa.org** or contact PPAI at 972-258-3041 or **PR@ppa.org**.

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PPAI—the promotional products industry's only international not-for-profit trade association—offers education, tradeshows, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are an $18 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry's only free identification system and universal company database.