

October 2008

A Letter from the Postmaster General/CEO and the Chairman of the Board of Governors

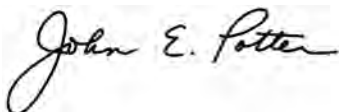
Vision 2013 is a new approach from previous Strategic Plans the U.S. Postal Service has developed. Amid the current challenges, *Vision 2013* offers a broader perspective of what it will take to advance the Postal Service and the postal industry as a whole. The goal of *Vision 2013* is to maintain affordable universal service for the country.

The customer is at the center of all our efforts. In planning and executing future programs and policies, success means engaging all stakeholders—from businesses and consumers, to employees and labor leaders, to industry and public policy leaders. In this time of uncertainty, we see opportunity to build on a solid foundation of service and operational excellence. We will continue to invest in the Intelligent Mail Barcode, flexible processing and transportation networks, the new Flats Sequencing System, and other initiatives that promise new gains in service, efficiency, and customer value in the years ahead.

At the same time, we know we must deliver additional value and develop new, innovative ways for businesses and consumers to use our products and services. Our new marketing structure will allow us to adapt and respond more quickly to tap new sources of revenue and volume.

The Postal Act of 2006 gives us new tools and clearly was a first step in providing flexibility to adapt our products and pricing to market requirements. We need to build on these fundamental principles and work with lawmakers to assure we have the necessary flexibility to meet future customer needs.

Serving the customer is the objective and *Vision 2013* is the roadmap. As we move down this road over the next five years, we expect change to be the hallmark of the postal industry. Embracing change will require innovation and collaboration on an unprecedented scale. The management team is ready and looks forward to working with everyone who has a stake in maintaining the world's best Postal Service.



John E. Potter
Postmaster General,
Chief Executive Officer



Alan C. Kessler
Chairman
Board of Governors