

# CUSTOMER NOTICE

December 5, 2007



Re: Post Office Box 31431 Salt Lake City, UT 84131

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Dear Customers,

Recently State Mail has been receiving an increasing volume of mail addressed to PO Box 31431. This particular post office box is a valid address and paid for by State Mail, but is solely reserved for Business Reply Mail. Business Reply Mail, often referred to as BRMs, is a postage paid option for reply mail. State Mail has been working very closely with the Post Office and has been able to achieve a qualified status for much of our customers' BRM mail. Having a qualified status saves on the postage due for each piece of BRM mail.

Please see the example below of a BRM mail piece. Agencies using PO Box 31431 for any mail other than BRM mail jeopardize State Mail's qualified BRM status. Losing our Qualified BRM status would result in an increase in postage costs for all of our current customers realizing the qualified BRM discounts. If you are an agency using this PO Box number incorrectly, please stop immediately and let your customers know as well. Secondly, having mail addressed to PO Box 31431 is not a place that State Mail delivers to and, therefore, it is very likely the mail piece will not be delivered correctly.

For any questions on proper addressing for your agency please refer to the attached flyer or contact Steve Connell or Tim Walden at 801-323-4300.

