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LAKE MICHIGAN MAILERS OFFERS PUBLIC RESPONSE TO
PROPOSED POSTAL SERVICE CHANGES

Kalamazoo, Michigan and South Bend, Indiana (December 6, 2011): Lake Michigan Mailers today offered its public response to the wide-ranging changes proposed by the United States Postal Service to return that organization to profitability.

As part of its national plant consolidation efforts, the Postal Service had requested that Lake Michigan Mailers and other stakeholders offer their comments regarding the Postal Service's proposals to

- Consolidate the national mail processing and distribution network
- Eliminate the overnight delivery standards for First-Class Mail
- Eliminate Saturday delivery to street addresses

In addition to its comments on these proposals, the company's response included a summary of results from a survey it conducted of regional business mailers.

“We support the efforts of the Postal Service to maintain their viability in a changing market, however, some of their proposals give us significant cause for concern,” said David C. Rhoa, president of Lake Michigan Mailers, Inc. “We join our customers in their concern about how these proposals might impact their businesses and their future mail volumes with the Postal Service. Our customers are clearly opposed to the elimination of the overnight delivery standard for First-Class Mail. 71.1% of our surveyed customers feel that eliminating the current overnight delivery standards for First-Class Mail will have a negative impact on their business with 15% indicating that such a change will negatively impact the volume of mail they tender to the Postal Service for delivery. Our customers are telling us that if this change is implemented, they will find alternatives to the Postal Service for document delivery.” Rhoa continued.

For its part, Lake Michigan Mailers has offered the Postal Service the following feedback relative to its proposals:

Postal Service Use of Current Processing Facilities in Kalamazoo, Michigan and South Bend, Indiana.

Lake Michigan Mailers would strongly recommend that every consideration be given to the substantial processing flexibility and potential expansion opportunities provided by both the Kalamazoo, Michigan P&DC and the South Bend, Indiana P&DC now and well into the future. Moreover, Lake Michigan Mailers strongly recommends that the Postal Service consider, as part of any consolidation effort, the important and sustained contributions the Kalamazoo, Michigan P&DC, the South Bend, Indiana P&DC, and their respective labor forces make to our regional economy.

The Consolidation of the National Mail Processing and Distribution Network

Lake Michigan Mailers is concerned how this proposal might impact customers across several fronts including access to the national mail processing network, changes in First-Class Mail delivery standards, and the additional costs customers will incur in transporting mail to distant mail processing facilities.

The Elimination of the Overnight Delivery Standards for First-Class Mail

Lake Michigan Mailers has significant concerns regarding the proposed elimination of overnight delivery standards for First-Class Mail and the effect it may have on its customer's cash flow, compliance requirements, and timely communication. These concerns are amplified for mail deposited in the system on Thursdays and Fridays, and for weeks that contain a Federal holiday.

The Elimination of Saturday Delivery to Street Addresses

Lake Michigan Mailers is neutral on the proposal for the elimination of Saturday delivery to street addresses as business customers would have the option of delivery to P.O. Boxes on Saturday to receive time-critical correspondence. However, as it is the intent of the Postal Service to implement the elimination of Saturday delivery to street addresses in conjunction with the elimination of the overnight delivery standards, Lake Michigan Mailers is gravely concerned that such action will lead to additional mail volume leaving the system and negatively impacting those businesses that rely on Saturday delivery for direct mail marketing campaigns, and package delivery.

The company's complete response to the Postal Service's proposal can be downloaded from the company's web site at www.barcodemail.com.

Lake Michigan Mailers, Inc. is a family owned and managed company with processing centers in Kalamazoo, Michigan and South Bend, Indiana. The company is a leading provider of document management, mail assembly, mail processing, presorting, data

management, digital marketing and distribution services to companies, schools, colleges and universities, health care providers, governmental entities and organizations throughout the United States, Canada and Great Britain. Additional information about Lake Michigan Mailers, Inc. can be found on the company's web site at www.barcodemail.com or on Facebook at www.facebook.com/barcodemail or on Twitter at www.twitter.com/barcodemail.

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