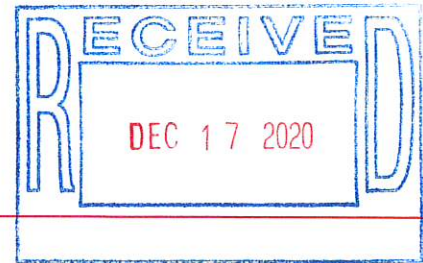


LABOR RELATIONS



December 14, 2020

Mr. Brian J. Wagner
President
National Association of Postal
Supervisors
1727 King Street, Suite 400
Alexandria, VA 22314-2753

Dear Mr. Wagner:

By letter dated July 22, you were notified that as a matter of general interest, the Postal Service had created the USPS® Loyalty Program. This program is being expanded to include new loyalty tiers beginning January 1, 2021.

The USPS® Loyalty Program is an incentive program for business users of the Click-N-Ship® application. The program enables registered business users to earn credits when they use the Click-N-Ship® application to purchase Priority Mail® and Priority Mail Express® labels. The Base Loyalty Program allows users to earn \$40 of credit for each \$500 spent, which can be redeemed up to one year from the date of issuance. The earned credits can be applied to future purchases of Priority Mail® and Priority Mail Express® labels, right within the shipping cart at checkout. New and existing business customers registered on the Click-N-Ship® application on Usps.com® are automatically enrolled in the program.

The expanded program consists of three loyalty tiers:

| Tiers | Eligibility | Benefits |
|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| Base | All business users are automatically enrolled | Earn \$40 of credit for each \$500 spent |
| Silver | Business user spends \$10,000 on Priority Mail and Priority Mail Express labels in the previous calendar year | Earn \$50 of credit for each \$500 spent |
| Gold | Business user spends \$20,000 on Priority Main and Priority Mail Express Priority Mail and Priority Mail Express labels in the previous calendar year | Access Commercial Base Pricing (CBP) Discounts on PM/PME up to 20% off retail rates |

We have enclosed the following for your review:

- USPS® Loyalty Program Frequently Asked Questions
- Join the USPS® Loyalty Program Now!
- Save & Grow with the USPS® Loyalty Program

Please contact Bruce Nicholson at extension 7773 if you have questions concerning this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read 'David E. Mills', with a stylized flourish extending to the right.

David E. Mills
Manager
Labor Relations Policies and Programs

Enclosures

USPS® Loyalty Program Frequently Asked Questions

1. What is the USPS® Loyalty Program?

The USPS® Loyalty Program is an incentive program for business users of the Click-N-Ship® application. The program enables registered business users to earn financial benefits when they use the Click-N-Ship® application to purchase Priority Mail® and Priority Mail Express® labels. The Base Loyalty Program allows users to earn \$40 of credit for each \$500 spent, which can be used up to one year from the date of issuance. The earned credits can be applied to future purchases of Priority Mail® and Priority Mail Express® labels, right within the shipping cart at checkout.

All business customers registered on the Click-N-Ship® application on the usps.com® website are automatically enrolled in the program.

2. What is the Welcome Bonus?

Any new business user will be eligible for the Loyalty Program Welcome Bonus. This allows new users of the Click-N-Ship® application to earn a one-time Welcome Bonus of \$40 of credit for the first \$500 spent on Priority Mail® and Priority Mail Express® labels. The Welcome Bonus is in addition to the Base Loyalty Program where users earn \$40 of credit for each \$500 spent on Priority Mail® and Priority Mail Express® labels. Once a new user completes the first \$500 of purchases, a total of \$80 of credit will be earned and available within 30 days. After the first \$500 of purchases, users will continue to earn Base Loyalty Program benefits thereafter.

3. What are the Loyalty Tiers and when will they go into effect?

Beginning in January 2021, USPS will implement tiers within the USPS® Loyalty Program, which will enable additional benefits along with increased spending levels on Priority Mail® and Priority Mail Express® labels through the Click-N-Ship® application. All business users are automatically enrolled in the Base Loyalty Program, which entitles them to earn \$40 of credit for each \$500 spent. If a business user spends \$10,000 on Priority Mail® and Priority Mail Express® labels in the prior calendar year, they will be assigned to the Silver Tier, and begin to earn \$50 of credit for each \$500 spent. If a business user spends \$20,000 in the prior calendar year, they will be assigned to the Gold Tier, and earn Commercial Base Pricing. The Loyalty tiers will be assessed and assigned at the start of each calendar year thereafter, and enable business users to increase their benefits as their volumes grow.

4. Is the USPS® Loyalty Program for Click-N-Ship® or Click-N-Ship for Business® customers?

The USPS® Loyalty program is for registered business users of the Click-N-Ship® application only. Click-N-Ship for Business® users are not included in the program.

5. How long does it take for credits to show up in my Click-N-Ship® account?

Credits will be available in your account 30 calendar days after each \$500 spent on Priority Mail® and Priority Mail Express® labels.

6. Do credits issued by the USPS® Loyalty Program expire?

Yes. Credits issued as part of the USPS® Loyalty Program will expire one year from the date of issuance.

7. Where can I check my credit balance for the USPS® Loyalty Program?

Available credits are displayed in your shipping cart during the checkout process (see image below).



8. What USPS services offered in the Click-N-Ship® application earn credit for eligible customers as part of the USPS® Loyalty Program?

The USPS® Loyalty Program allows users to earn credits only for purchase of Priority Mail® and Priority Mail Express® labels using the Click-N-Ship® application. No other services are included in the Loyalty Program.

9. Is there a limitation, cap, or ceiling on the amount of credits I can earn as part of the USPS® Loyalty Program?

No. There is no cap or ceiling on the amount of credits that you can earn as a USPS® Loyalty Program customer. You continue to earn credits based on your assigned loyalty tier for each \$500 spent. There is no ceiling on the amount spent. After January 2021, there is an increase in benefits through applications of tiers for purchases.

10. Are there any circumstances where the credits can be used outside of the Click-N-Ship® application?

The USPS® Loyalty Program applies only to business user purchases of Priority Mail® and Priority Mail Express® labels through the Click-N-Ship® application. Credits earned can only be applied to future purchases of these products through the Click-N-Ship application.

11. How do I register for the USPS® Loyalty Program?

There is no registration required. New and existing registered business users of the Click-N-Ship® application will be automatically enrolled in the USPS® Loyalty Program.

12. How are labels refunded for USPS® Loyalty Program customers?

The refund policy for labels will follow the current Click-N-Ship® refund process.

13. Is the Introductory Bonus still available?

While the Introductory Bonus is no longer available, any business user who made qualifying purchases of Priority Mail® or Priority Mail Express® labels through the Click-N-Ship® application between August 1, 2020 and September 30, 2020 is still eligible to earn this one-time \$20 credit upon reaching the \$500 spend level.

14. Can I unenroll from the USPS® Loyalty Program?

As business user, you can elect not to use the credits that you earn. No action is required. Credits will automatically expire one year from the date issued.



Join the USPS® Loyalty Program Now!

New Benefits Begin January 1, 2021

Earn financial benefits for your business when you use Click-N-Ship® services:¹

- Registered business users receive a \$40 credit for **every** \$500 spent²
- New business users earn an additional \$40 for their **first** \$500 spent³
- **New Loyalty Tiers begin January 1, 2021:** to help as your business continues to grow, your benefits increase with your volume!

For full details, visit usps.com/bizloyalty

1. Only Priority Mail® and Priority Mail Express® products are included in this program.
2. There is no limit on the amount of credit that can be earned. Credits will expire 1 year from the date of issuance.
3. USPS Click-N-Ship business users are automatically enrolled in the Loyalty Program; new USPS business customers using the Click-N-Ship application are eligible for a one-time \$40 "Welcome Bonus" credit upon shipping at least \$500 combined at Priority Mail Express Retail and Priority Mail Retail rates.



Earn Even More in January 2021

As of January 1, 2021, enjoy additional benefits
as your volume grows through our new loyalty tiers

| Tiers | Eligibility | Benefits |
|--------------|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Base Loyalty | All business users are automatically enrolled | Earn \$40 of credit for each \$500 spent |
| Silver | Business user spends \$10,000 on Priority Mail and Priority Mail Express labels in the prior calendar year | Earn \$50 of credit for each \$500 spent |
| Gold | Business user spends \$20,000 on Priority Mail and Priority Mail Express labels in the prior calendar year | Access Commercial Base Pricing discounts, up to 20% off retail rates ¹ |

For full details, please visit
usps.com/bizloyalty



1. CBP applies to purchases of PM/PME via CNS application.
Learn more about commercial base pricing at usps.com/bizloyalty.

Please Recycle

©2020 United States Postal Service®. All Rights Reserved. The Eagle Logo is among the many trademarks of the U.S. Postal Service®. Privacy Notice: For information regarding our privacy policies, visit usps.com/privacypolicy

SKU: 20CNSLOYALPRGTP02



Save & Grow with the USPS® Loyalty Program

Small businesses have unique needs and challenges. Every dollar counts. To help, we've created the USPS Loyalty Program to provide savings and enable ongoing growth. Registered business users of our Click-N-Ship® feature on the USPS.com® website can earn credits from purchases of Priority Mail® and Priority Mail Express® products which can be used towards future purchases of these products.¹

- Registered users receive a \$40 credit for **every** \$500 spent²
- New users earn an additional \$40 for their **first** \$500 spent³

Review your available credits by looking in your "shipping cart," then apply them on the "checkout" page whenever you want.⁴

Check your benefit status through Click-N-Ship tools.

In January 2021, Your Money Will Go Even Further

As of January 2021, USPS will help enable your business to grow faster by adding tiers to the USPS Loyalty Program. Your tier will be based on your qualifying shipping totals from the previous year. A higher tier equals a larger benefit.

| Tiers | Eligibility | Benefits |
|---------------------|------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Base Loyalty | All business users are automatically enrolled | Earn \$40 of credit for each \$500 spent |
| Silver | Business user spends \$10,000 on Priority Mail and Priority Mail Express labels in the prior calendar year | Earn \$50 of credit for each \$500 spent |
| Gold | Business user spends \$20,000 on Priority Mail and Priority Mail Express labels in the prior calendar year | Access Commercial Base Pricing (CBP) discounts on PM/PME, up to 20% off retail rates ⁵ |

Visit usps.com/loyaltybenefits to learn more about the USPS Loyalty Program.

Contact USPSLoyaltyProgram@usps.com for questions or assistance

Please Recycle

©2020 United States Postal Service®. All Rights Reserved. The Eagle Logo is among the many trademarks of the U.S. Postal Service®. Privacy Notice: For information regarding our privacy policies, visit usps.com/privacypolicy

SKU: 20CNSLOYALPRGSS02

**SCAN TO
LEARN MORE**



1. Only purchases of Priority Mail and Priority Mail Express services by registered businesses through the Click-N-Ship feature are counted towards credits earned, and credits may only be applied to Priority Mail and Priority Mail Express shipments through the Click-N-Ship service.
2. There is no limit on the amount of credit that can be earned. Credits will expire 1 year from the date of issuance.
3. Existing USPS customers are automatically enrolled in the Loyalty Program; new USPS business customers using the Click-N-Ship® application are eligible for a one-time \$40 "Welcome Bonus" credit upon shipping at least \$500 combined at Priority Mail Express Retail and Priority Mail Retail rates.
4. Credits will expire 1 year from the date of issuance.
5. CBP applies to purchases of PM/PME via CNS application. Learn more about commercial base pricing at usps.com/loyaltybenefits.