

Acceptable Simplified Address Format As Outlined DMM Section 602

Sample Address

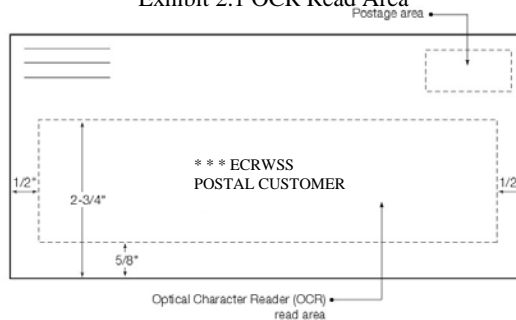


Address Placement should be as follows:

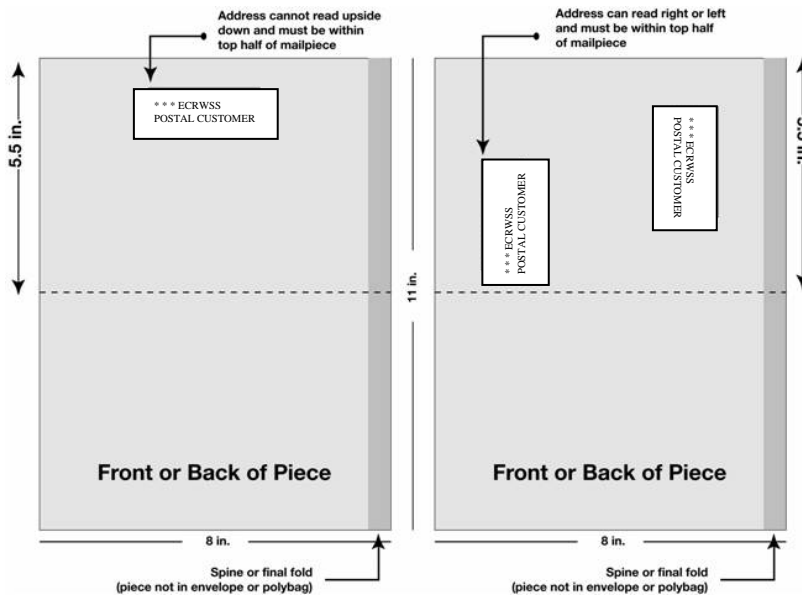
LETTERS

DMM Section 202

Exhibit 2.1 OCR Read Area



FLATS



(Excerpt from USPS DMM Section 602)

Simplified Address

3.2.1 Conditions for General Use

[1-2-11] The following conditions must be met when using a simplified address on commercial mailpieces:

- a. The simplified address format ("Postal Customer" or one of the optional formats in 3.2.1a1 through 3.2.1a3) must be used on mail when complete distribution is made to each family (household residence) or boxholder on a rural or highway contract route, and to Post Office boxes in offices without city carrier service. The following also apply:
 1. Mailers may use a more specific address, such as "Rural Route Boxholder," for mail intended to all boxholders on a rural route, followed by the name of the Post Office and state.
 2. Mailers may use "Residential Customer" to indicate that delivery is desired to residential addresses only.
 3. Use of the word "Local," instead of the Post Office and state name, is optional; however the Postal Service recommends using the Post Office, state and ZIP Code for mail not dropshipped directly to a destination delivery unit.
 4. See 3.2.2 for governmental mail and 703.6.0 for Congressional mail.
- b. Flat-size mailpieces and irregular parcels for distribution to a city route and to Post Office boxes in offices with city carrier service may bear a simplified address, but only when complete distribution is made to each active residential delivery or each active delivery, under the following conditions:
 1. Mailers use the simplified address "Postal Customer" when complete distribution is intended to all active deliveries (residential and business) on any designated city route.
 2. Mailers may use a more specific address, such as "PO Boxholder" when delivery is intended to all active Post Office boxes.
 3. Mailers may use "Residential Customer" to indicate that delivery is intended only to all active residential deliveries.
 4. Mailpieces must bear the city, state and ZIP Code, when entered at an origin facility (unless the intended delivery unit is located within the same facility) or deposited at a DNDC or DSCF.
 5. Mailpieces deposited at a destination delivery unit (DDU) may bear the word "Local" instead of a city, state and ZIP Code.
 6. See 3.2.2 for governmental mail and 703.6.0 for Congressional mail.

3.2.2 Use—Governmental Mailers

[1-2-11] When distribution is to be made to each active possible delivery on city carrier routes or to each Post Office boxholder at a Post Office with city carrier service, the addressee's name; mailing address; and city, state, and ZIP Code may be omitted from the address only on pieces mailed as official matter by agencies of the federal government (including mail with the congressional frank prepared under 703.6.0); any state, county, or municipal government; and the governments of the District of Columbia, the Commonwealth of Puerto Rico, and any U.S. territory or possession listed in 608.2.0. The requirement for distribution to each stop or Post Office boxholder may be modified for congressional mail under 703.6.0. The following also applies:

- a. Only these forms of address may be used instead of the addressee's name and address:
 1. "Postal Customer" (delivery desired at all addresses).
 2. "Residential Customer" (delivery desired at residential addresses only).
 3. "Business Customer" (delivery desired at business addresses only).
- b. At least 10 days before the mailing date, the mailer must submit a sample mailpiece and the following information to the entry office postmaster (in response, the mailer receives a mailing schedule that must be followed):
 1. Proposed mailing date.
 2. Total number of pieces being mailed.
 3. Method of postage payment.
 4. Names of all city delivery Post Offices to receive any of the mailing and the number of pieces for each.

(Excerpt from USPS DMM Section 602)

3.4 Placement of First-Class Mail and Standard Mail Markings

Markings must be placed as follows:

- a. Basic Marking. The basic required marking that indicates the class or subclass which must be printed or produced as part of; directly below; or to the left of the permit imprint, meter imprint, or stamp as follows:
 1. "First-Class"
 2. "Standard" or "STD"
 3. "Presorted Standard" or "PRSRT STD"
 4. "Nonprofit Organization," "Nonprofit Org.," or "Nonprofit"
- b. Other Markings. The price-specific markings "AUTO," "Presorted" (or "PRSRT"); "Single-Piece" (or "SNGLP") (First-Class Mail only); and "ECRLot," "ECRWSH," "ECRWSS," and "Customized MarketMail" (or "CUST MKTMAIL" or "CMM") (Standard Mail only) may be placed as follows:
 1. In the location specified in 3.4a.
 2. In the address area on the line directly above or two lines above the address if the marking appears alone or if no other information appears on the line with the marking except optional endorsement line information under 708.7.0 or carrier route bundle information under 708.6.0.
 3. If preceded by two asterisks (**), the "AUTO," "PRESORTED" (or "PRSRT"), "CUSTOMIZED MARKETMAIL" (or "CUST MKTMAIL" or "CMM"), or "Single-Piece" (or "SNGLP") marking also may be placed on the line directly above or two lines above the address in a mailer keyline or a manifest keyline, or it may be placed above the address and below the postage in an MLOC ink-jet printed date correction/meter drop shipment line. Alternatively, the "AUTO," "PRSRT," or "SNGLP" marking may be placed to the left of the barcode clear zone (subject to the standards in 5.0, *Barcode Placement*) on letter-size pieces.
- c. Additional Requirements for Carrier Route. "ECRLot," "ECRWSH," and "ECRWSS" (Standard Mail only) must appear in their entirety wherever placed, except "ECR" may be placed in the postage area if "LOT," "WSH," or "WSS," as applicable, is placed in the line above or two lines above the address, as specified in 3.4b. Pieces not mailed at ECR prices must not bear these markings.