

## **Brokers Worldwide Celebrates 20 Years of Creative Postal Solutions!**

In 1986, when Brokers Worldwide began its operations, the cost of a 1<sup>st</sup> Class postage stamp was a mere \$0.22. Twenty years later, after a total of seven USPS rate increases\*, the 1<sup>st</sup> Class postage stamp now runs \$0.39, an increase of 77%! Although this example applies to domestic mail, similar increases have taken place for international mail services. Also affecting the overall cost of sending mail internationally is the rising cost of fuel, which has seen an increase of over 220% during the past 20 years, from \$0.93 for a gallon of regular gas in 1986, versus over \$3.00 today.

Given the rising costs associated with mailing internationally, many mailers have revisited their strategies in an attempt to uncover creative ways to shave dollars off of their international mailing costs, while maintaining the desired level of service.

Brokers Worldwide is proud to be celebrating 20 years of offering our customers creative postal solutions! As the largest international mail consolidator for the United States Postal Service, distributing over 60 million pieces of mail annually via the USPS alone, we are ensured the maximum discounts available on USPS international services, a savings which we pass along to our customers.

As a result of this status and the close relationships we maintain with the U.S.P.S. and several foreign postal administrations, we are able to offer our customers the maximum discounts on international postal services, and ensure that our customers always receive the best service available.

Although we strive to help our customers realize significant savings on their international postage, our commitment to the customer does not stop at reduced postage costs. For the past 20 years, our dedicated Account Managers have worked closely with our customers to develop solutions customized to meet the unique needs of our diverse customer base. From working with customers to redesign a mail piece in order to lower postage costs, to analyzing a customer's unique country distribution list to determine the best service and postage available for each individual destination, we make it our business to find the solution that will best meet each customer's needs. Brokers Worldwide's extraordinary IT department has also worked diligently over the years to develop customized programs designed to provide greater efficiency for our customers. Ultimately, it is our mission to seek out the best postage costs and delivery options available, resulting in significant cost savings for our customers.

We have a great deal of appreciation to our customers for placing their trust in us for the past 20 years! All of us here at Brokers Worldwide are looking forward to continuing to offer creative postal solutions for many years to come!

### **About Brokers Worldwide**

*Brokers Worldwide is the nation's leader in international mail services, specializing in the distribution and lettershop of books, magazines, journals, catalogs, promotional mail, personalized correspondence, invoices, renewal invoices, and parcels worldwide. We are one of the largest international mail consolidators in the United States, offering fast, reliable mail services at competitive prices, and serving a diverse customer base nationwide. Our experienced team has successfully offered solutions in the international mail industry for over twenty years. We combine our expertise, extensive postal network, and customer service focus to provide our clients with the best international mail services on the market. Our three mail facilities in Philadelphia, Chicago, and San Francisco make access to international mail savings and services simple and convenient for any business. For more information, please visit us on the web at [www.brokersworldwide.com](http://www.brokersworldwide.com) or call us at 1.800.MAIL.287.*

<b>History of First-Class Stamp Rates* (1986 – 2006)</b>	
<b>Year</b>	<b>USPS 1<sup>st</sup> Class Stamp</b>
1986	\$0.22
1988	\$0.25 as of 4/3/88
1991	\$0.29 as of 2/3/91
1995	\$0.32 as of 1/1/95
1999	\$0.33 as of 1/10/99
2001	\$0.34 as of 1/7/01
2002	\$0.37 as of 6/30/02
2006	\$0.39 as of 1/8/06
2007	\$0.42 (proposed increase ~ 5/07)