



March 2, 2009

ALERT! ATTENTION NEW YORK STATE EMPLOYERS!

Immediate action needed to fight proposed New York State “Do Not Mail” legislation

Two separate bills have been introduced into the New York State Legislature, both of which will negatively impact the production of advertising mail, mail stream volume and ultimately, your company.

Assembly Bill A-3191 (A3191): This bill would regulate companies who mail unsolicited advertising and would require the sender to provide written notice to the consumer of their right to elect not to receive further unsolicited advertisement. A civil penalty would be imposed for violation. This bill was introduced by Assemblywoman Audrey Pfeffer and is currently making its way through committee.

Senate Bill S-2132: This bill would set up a “Do Not Offer Register”. Individuals would register with the New York State Consumer Protection Board if they no longer wished to receive unsolicited advertising mail. Advertising mailers would be required to purchase registry listings and delete registrants from their mailing lists. Companies found to be in violation would be subject to a \$1,000 fine per violation. This bill was introduced by Senator Carl Kruger and is also in committee.

Your immediate letters to New York State legislators are needed. A sample letter has been prepared for your use in protesting this legislation. Please visit www.PIAAlliance.org to send this letter via email to your Senator and/or Assembly representatives or type in the following into your browser: <http://capwiz.com/printing/state/main/?state=NY&view=myofficials>

Visit www.mailmovesamerica.org to learn more about the reasons why “Do Not Mail” laws are bad for our industry and country.

Printing Industries Alliance is writing and speaking to New York State legislators to head these bills off but they need to hear from you. You are creating jobs in their districts. Their decisions will affect the economic future of you and your employees, all of whom may or may not vote for them. See the reverse of this page for further details on why this is important.

Please contact Tim Freeman at tfreeman@PIAlliance.org or Vicki Keenan at vkeen@PIAlliance.org if you have any questions on this issue.

Why Is This Important?

It is estimated that over half of what is printed in the United States ends up in the mail stream. Diminished mail volume means diminished print volume, which means diminished mail volume . . . well, you get the message. Even if your company doesn't print material that is mailed, this issue is important to you and we need your participation. Obviously, any decrease in the size of the printing "pie" makes the competition for your company's "slice" even more fierce than it already is.

"Do Not Mail" Talking Points

- Advertising Mail means jobs – more than 3.5 million Americans have jobs directly or indirectly supported by advertising mail.
- Advertising Mail Manufacturing supports the United States Postal Service – Advertising mail provides one third of the revenue of the USPS.
- There is already a solution to unwanted advertising mail – the DMA Choice program, accessible at www.dmachoice.org has been providing a solution to unwanted advertising mail since 1971.
- Advertising mail is environmentally friendly. Most paper used for advertising mail comes from sustainable forests.
- Advertising mail is unobtrusive and effective – It doesn't call you at home during dinner or show up unannounced on your computer screen. Advertising mail can be targeted to the individual consumer.

For more information or to join in the effort to defeat "Do Not Mail" legislation, contact Printing Industries Alliance.