



PRESS RELEASE

Brussels, 18 October 2006

EUROPEAN COMMISSION PROPOSES NEW POSTAL SERVICES DIRECTIVE

FEDMA welcomes this final step in the gradual process of liberalizing postal services in the EU.

FEDMA believes that it is essential to have efficient, reliable and affordable postal systems. Without these, direct marketing cannot operate effectively: in direct mail or in fulfilling orders for products. This is not only an issue for marketing to consumers, but also for business to business (B2B) marketing.

The European Commission's new proposal, which follows the two earlier Directives of 1997 and 2002 - which slowly reduced the monopolies on mail, will remove the "reserved area" monopoly on mail below a certain weight (currently at 50 grams). While this is important, it is also essential for all users of postal services that quality of service and reliability are constantly improved. We will rely on the independent national regulators to ensure reliability and affordability. FEDMA welcomes the new draft Directive's emphasis on the necessary powers of the independent regulators.

For more information, please contact

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Note to Editor

About FEDMA

FEDMA, the Federation of European Direct & Interactive Marketing, represents the sector in all its forms. FEDMA's objective is to protect and promote the European direct and interactive marketing sector by creating, through representation, self-regulation and information, acceptance of and confidence in direct and interactive marketing within a healthy commercial and legislative environment in which the sector can profitably operate and develop. In addition to its direct Corporate, Corporate Associate and Company Members, FEDMA represents nearly 10,000 companies through its national DMA members.

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