



IDRS

**INTERNATIONAL DIRECT
RESPONSE SERVICES LTD.**

10159 Nordel Court, Delta, BC, V4G 1J8, CANADA
Tel: +1 (604) 951-6855 Fax: +1 (604) 951-6756
Website: www.idrs.ca Email: idservices@idrs.ca

September 2, 2008

Submission to Canada Post Corporation Strategic Review Panel

Re: Canada Post – Exclusive Privilege – International Mail

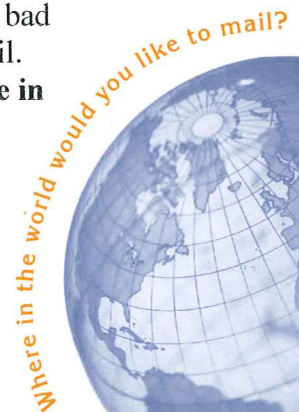
It's unfortunate that there is so much confusion about the Canada Post Exclusive Privilege as it pertains to **International Outbound Mail**.

The International Mail business, which includes graphic designers, printers, paper companies, envelope manufacturers, and direct mail production facilities, has been in existence for almost 30 years, and is a thriving and healthy industry. It has employed thousands of people and attracted hundreds of millions of dollars in revenue for our country. It has enabled Canada to become know for it creative and productive ways of marketing printed messages.

This includes Canadian companies that do work for foreign companies in countries such as the United States, and then ship back their product for mailing in their own country. This can also pertain to countries around the world such as the UK, France, Germany, Japan, and many others. Rest assured this type of work will leave Canada if they are not allowed to print a finished mailing piece in Canada and then ship it out of the country for mailing. All you have to do is take a look at domestic vs. foreign postage stamp costs. You will then understand that it is much cheaper in most cases to ship into a country and deposit it into the local postal system.

Throughout these 30 years, Canada Post has acknowledged this industry and has embraced them to the point that they held a share in one of the companies that specialized in this activity. International Mail was never meant to be part of the exclusive privilege and Canada Post throughout the years has acknowledged this. The exclusive privilege was meant for **domestic mail** and the entire industry agrees with this. **Nobody wants to take the exclusive privilege for domestic letter mail away from Canada Post.** It is only during the last few years when the Canada Post legal team found a loophole in the French translation of this part of the Canada Post Act that this all of a sudden became an issue.

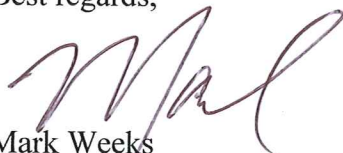
The fact of the matter is; they never had this revenue, they will not get this revenue, and in some cases if Bill C-14 is not passed Canada Post will lose some domestic mail revenue as a result of Canadian companies losing foreign production jobs. It is too bad this issue had been lumped in with the "Exclusive Privilege" of domestic letter mail. **Nobody wants to take anything away from Canada Post that they did not have in the first place.**



Please encourage the expedited process of passing Bill C-14. An entire industry that has been thriving for 30 years depends on it.

Please do not let the "smoke screen" that has been spread cloud your judgment on this issue.

Best regards,

A handwritten signature in black ink, appearing to read 'Mark Weeks', written in a cursive style.

Mark Weeks
General Manager