



October 5, 2021

# ADVISORY

## Jamaica Post Celebrates 350th Anniversary

On October 31, 2021, Jamaica Post will commemorate its 350th anniversary, a momentous achievement that we proudly celebrate under the theme, ***Transformation Through Innovation***. This milestone will be permanently etched in the history records, signaling our expertise and resilience as a logistics giant that has cemented its place on the global stage.

Throughout the month of October, we will celebrate the rich legacy of the Postal service with a series of activities such as a customer appreciation day, spruce-up activities at some major locations, the launch ceremony for the 350th anniversary iconic stamps and a tree planting initiative. Additionally, we will participate in a media campaign highlighting our premium services and achievements. This will include an outside broadcast, newspaper spread, television interviews, the airing of Klick 'N' Ship Express and Zip Mail advertisements.

The Postal service was first established in Jamaica in 1671 under the rulership of King Charles II, in the old capital of St. Jago De La Vega, now known as Spanish Town. Being the first British colony to have an established postal service, Jamaica Post has maintained its rich legacy by consistently innovating, growing its portfolio and its market share, while simultaneously expanding its geographical reach.

Jamaica Post remains a keystone in the local logistics space, serving both the personal and business needs of our customers. Over the years, the Postal service has excelled in the execution of its core business, the delivery of mail items both locally and internationally. In keeping with our mandate to increase revenue streams based on customer demands, Jamaica Post has expanded its offerings with the introduction of premium services such as:

- Zip Mail, a local next business day delivery solution
- Fast Track, an express international shipping service; and
- Klick 'N' Ship Express, a hassle-free freight forwarding service to facilitate online shopping.

We have also introduced our newest location, the first cashless Jamaica Post Shop, a boutique outlet at 12 West Kings House Road, Kingston, Jamaica (inside of Fontana Pharmacy). As we transform and innovate, Jamaica Post will continue to offer customers world-class logistics and value-added solutions at their convenience.

While we reflect on the countless hurdles we've sprinted and the marathons we've triumphed, we are proud to have withstood the tests of three and a half centuries with no sign of relenting. Rather, we continue to innovate and advance into a new era, offering our customers logistics and value-added solutions, world-class service, convenience and competitive rates from over two hundred and thirty-seven locations islandwide.

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