

FOR IMMEDIATE RELEASE  
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[www.usps.com](http://www.usps.com)

## **KRISPY KREME'S COMING TO YOUR MAILBOX**

WASHINGTON, D.C. – Donuts are just the beginning. Next, pizza and cars might appear in your mailbox. Shapes of these images, that is. The well-known purveyor of donuts, Krispy Kreme has broken new ground in direct advertising with their “give us ten, we’ll give you twelve” promotion. The offer of “buy one dozen get a second dozen for a dime” was recently mailed to 10,000 residents in Orange County, CA, and was designed in the shape of the familiar red and green donut box. These coupons are the very first Customized MarketMail™ (CMM) — a new Standard Mail advertising product from the U.S. Postal Service — that allows companies to send cleverly-shaped mail pieces to consumers sans envelope.



"Krispy Kreme does not traditionally do direct mail, but with the approval of Customized MarketMail, we were able to develop a much more exciting marketing piece to mail to our customers," said Amy Inabinet, Marketing Manager, Krispy Kreme. We designed an eye-catching promotion, featuring an open box of donuts and a special offer on the back. We expect this new mailing opportunity to provide a better response than traditional mailing efforts."

"The Postal Service is changing the way businesses mail and we're pleased to have Krispy Kreme as our first CMM customer," said Nick Barranca. "This new product offers advertisers and direct mailers an opportunity to deliver a highly-targeted message that differentiates their product and provides maximum impact in the mailbox," he added. "CMM can be used to launch new merchandise, announce an important event, build brand awareness and drive traffic to stores, companies or web sites. "We look forward to working with new customers and helping them develop innovative ways to market their business."

Customized MarketMail is different in that it allows advertisers to match the shape of the mail piece to their products. They can reach new heights creatively and stand out from other mail pieces, attracting customer attention. Within certain size, weight and thickness limitations, CMM can be almost any shape and design the mailer desires.

To learn more about the technical requirements for sending Customized MarketMail, log on to [www.usps.com](http://www.usps.com), keywords Postal Bulletin, July 10, 2003, issue.

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that makes deliveries to about 140 million addresses every day and is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$67 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world.

The U.S. Postal Service delivers more than 43 percent of the world's mail volume - some 203 billion letters, advertisements, periodicals and packages a year - and serves seven million customers each day at its 38,000 retail locations nationwide.