



POSTAL NEWS

FOR IMMEDIATE RELEASE
October 31, 2003

Contact: Media Relations
202-268-2155
Release No. 082
www.usps.com

HOLIDAY SHIPPING MADE EASY WITH THE CAT IN THE HAT

WASHINGTON, D.C. - The movie theater isn't the only place you will see Dr. Seuss' The Cat in the Hat this holiday season. Holiday shipping



started October 18 at your local Post Office, and the Cat in the Hat is there to help - his image, that is. The U.S. Postal Service and Universal Studios have teamed up to bring customers easy, affordable solutions for their holiday shipping needs.

Taking a cue from the fast food industry, the U.S. Postal Service has changed the way it offers Priority Mail® with value added features on its menu boards at Post Offices. It's called "bundling" and it's as easy as one, two, three. The new menu of shipping solutions - which became available October 18, is brought to customers by Cat in the Hat-themed displays in approximately 33,000 Post Office lobbies across the country. The first bundled service offers Priority Mail with Delivery Confirmation™ starting at \$4.30. Bundle two offers insurance starting at \$5.15, and bundle three combines Delivery Confirmation and insurance starting at \$5.60. Priority Mail offers delivery to every address in the United States, including Post Office boxes and military addresses. Prices without additional services start at \$3.85, and Saturday and residential deliveries are offered at no additional cost. And, from November 1, 2003, through January 1, 2004, the U.S. Postal Service will provide Cat in the Hat Postmarks on billions of letter mail pieces.

"Our goal is to make it easy for customers to understand their options for shipping holiday packages," said USPS Chief Marketing Officer Anita Bizzotto. "We're simplifying the purchasing process for holiday harried customers by bundling Priority

Mail with the two most asked for value added services -- insurance and/or Delivery Confirmation."

MasterCard joins this effort with a special promotion. From October 18 through December 26, customers who purchase Priority Mail bundles with their MasterCard® card can enter a sweepstake titled, "We'll Send You Where You Send Your Package." Fifty winners will receive two free airline tickets to wherever they send their packages within the continental United States. Customers can enter by purchasing Priority Mail with the bundled service offerings and mailing their receipts - via the U.S. Postal Service - along with an entry form. Or if they prefer, customers may also enter the sweepstake without making a purchase by following instructions on the back of entry forms, which can be picked up at Post Offices. To learn more about Priority Mail, log on to www.usps.com, keywords Priority Mail.

The U.S. Postal Service has another Dr. Seuss treat in store for customers beginning March 2, 2004, when the Theodor Suess Geisel stamp becomes available. This stamp honoring the Pulitzer Prize-winning author - know around the world as Dr. Seuss - was unveiled in Geisel's hometown of Springfield, MA, earlier this month.

The Cat in the Hat - starring Mike Myers in the title role - is scheduled for release on November 21, 2003. This film adaptation of the literary classic from Academy Award® winning producer Brian Grazer and director Bo Welch also stars Alec Baldwin, Kelly Preston, Dakota Fanning, Spencer Breslin, Amy Hill and Sean Hayes. DreamWorks Pictures and Imagine Entertainment have also collaborated on this film.

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.