



POSTAL NEWS

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WEAR THESE BEAUTIFUL STAMPS AND GO PLACES

*Miniature Works of Art From U.S. Postal Service
Become Fashion Accessories*

Washington, D.C. -- The United States Postal Service (USPS) announces the first edition of fashion accessories created from beautiful, bold postage stamp designs. The Postal Service's recently-formed licensing collaboration with Elaine Gold Enterprises LLC (EGE) made this line possible.

The Postal Service granted permission to Gold to mine its extensive art collection and create stylish accessories using archival stamp images. Gold has a long history in the fashion accessories industry producing product lines for many well-known designer labels. The Postal Service, alert to the power of stamp imagery and its popularity with the public, recognized the potential of Gold's products. The licensing agreement with the well-known designer will bring stamp art into people's wardrobes.

"My team and I were totally fascinated by the rich imagery of the USPS stamp program and saw a unique opportunity to design products the public would find beautiful and fashion-related," said Gold. "We have taken this incredible imagery and created 'wearable art', putting our stamp on fashion."

The first edition of accessories includes charm bracelets. Each charm holds the image of a different historical stamp. Holiday products designed with 2004 stamp images are now also available.

May Company-owned department stores will carry the first line of accessories. Currently in Hecht's stores are:

- ❖ Starter bracelets
- ❖ Elegant charms bearing iconic stamp images from past years
- ❖ Complete bracelets with the charms included

Lord & Taylor stores are set to carry the holiday-themed items bearing the 2004 Holiday Stamp images. The holiday products include:

- ❖ One set of Christmas tree ornaments (4 per box, versions of each holiday stamp)
- ❖ Two scarves, each displaying a different design of the holiday image
- ❖ Set of holiday greeting cards (including all 4 versions of holiday stamp designs)

The 2004 Holiday Stamp will be unveiled with much fanfare in conjunction with the Lord & Taylor Flagship Fifth Avenue store's holiday windows, themed this year, "Delivering the Joy." Images of this year's holiday stamps will be a prominent design element throughout the windows.

The Postal Service licensing program enables new sources of revenue, private sector innovation, and consumer connections via innovative, diverse products and channels. The program also opens opportunities for the Postal Service to work with small businesses. USPS has a long tradition of helping private enterprise flourish. Elaine Gold Enterprises, a woman-owned small business, personifies this. Permitting EGE to access its classic designs allows the public to enjoy stamp art in a new setting.

The USPS Licensing Program continues the organization's history as a strong and relevant brand.

Editor note: Images can be found at:

www.usps.com/communications/news/press/2004/pr04_eg.htm

About EGE: *Elaine Gold has been working in the fashion industry for many years. Her previous experience includes designing accessories for Anne Klein, Ellen Tracy, Jones New York, as well as her own line. Gold's current partnership with Nahum "Sonny" Shar (EGE) has brought her back into the world of fashion creating unique pieces under her own name.*