



POSTAL NEWS

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USPS, EBAY TEAM UP FOR CONFERENCE, EASY SHIPPING SOLUTIONS

Co-branded, flat-rate boxes available at "eBay Live!" conference this month

WASHINGTON, D.C. – Quick, easy, convenient – and effective. That's all customers need to know about eBay and the United States Postal Service.

eBay buyers and sellers now have a new option when choosing to send their items through USPS: co-branded, Priority Mail™ flat-rate boxes.

Flat-rate products make shipping easier because they eliminate the need for weighing and calculating postage. The cost for Priority Mail flat-rate box is \$7.70, regardless of how much the box weighs or its destination.

The co-branded boxes carry the logos of USPS and eBay and are free.

The boxes are one example of a number of co-branded items designed to promote the USPS/eBay partnership, while making it easier and more convenient for the eBay community to ship their products.

"eBay customers are extremely important to the Postal Service," said Anita Bizzotto, USPS Chief Marketing Officer and Senior Vice President. "With online services it's never been easier for eBay entrepreneurs to take advantage of the Postal Service's mailing options."

Consumers and business owners will have the opportunity to learn all the trade secrets to effective selling and buying on eBay during a three-day conference in San Jose, Ca., beginning June 23. USPS is the title sponsor for "eBay Live! 2005," eBay's annual conference that draws more than 10,000 people from around the world to learn and network.

The Postal Service will host a "Ship It Home Center" at the conference, demonstrating the eBay/USPS "Integrated Shipping Solution" option on the eBay website. Anyone stopping by the center will be able to ship home conference materials in the co-branded Priority Mail™ flat-rate boxes.

"Teaming up with the United States Postal Service is a significant win for the eBay community. To date, millions of USPS shipping labels have been printed by eBay users using online postage," said Gary Dillabough, Vice President of Strategic Partnerships for eBay. "The synergy of our integrated services is a seamless solution for selling on eBay and offers the eBay

community, many of whom are small business owners, the tools and services to manage and grow their business.”

In addition to the products and services offered on line through eBay, USPS also makes buying, selling and shipping even easier. When visiting a Post Office, consumers may purchase ReadyPost mailing and shipping supplies. The Postal Service also has licensed “The Shipping Standard,” a complete suite of shipping, mailing and packaging materials under the USPS logo and brand.

Available items include bubble wrap, mailing envelopes and “Advanced Security Tape.” If the package has been opened by anyone other than the addressee, the word “OPENED” appears repeatedly across the box.

Shipping Standard items are available in test markets at Kmart and Wal-Mart stores.

Since 1775, the Postal Service has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that visits 142 million homes and businesses every day and is the only service provider delivering 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 \$69 billion, it is the world's leading provider of mailing and delivery services, offering some of the most affordable postage rates in the world. The Postal Service delivers more than 46 percent of the world's mail volume- some 206 billion letters, advertisements, periodicals and packages a year- and serves seven million customers each day at its 37,000 retail locations nationwide.