



# POSTAL NEWS

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202-268-2155  
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## **POSTAL SERVICE LAUNCHES NEW EBAY CO-BRANDED PRIORITY MAIL BOXES**

*Boxes, Ship it Home Center, and "Ship It Win It" sweepstakes available at eBay Live!*

LAS VEGAS — eBay Live! conference attendees will see a new co-branded box they can use to mail their products, learn how to win \$10,000 to spend on eBay and ship their conference materials home, all courtesy of the U.S. Postal Service.

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 Las Vegas, NV. The Postal Service is the title sponsor for "eBay Live! 2006."

The Priority Mail Shoebox is designed to meet the special needs of shippers in one of the fastest growing segments of the retail apparel industry—shoes. The NPD Group, a retail industry tracker, predicts that sales in the \$42 billion footwear segment will grow 5 percent this year, compared to 2.8 percent to 3 percent growth in sales for the \$181 billion apparel market as a whole. Athletic shoes alone account for about 40 percent of footwear sales.

Designed to meet the needs of footwear and clothing retailers, along with direct-to-customer businesses, the new Priority Mail box allows shippers to simply slide in a boxed pair of shoes for easy shipping. The box measures 7-1/2 inches by 5-1/8 inches by 14-3/8 inches, is self sealing, and—as with all Priority Mail packaging—is available at no additional cost to Priority Mail shippers. The Postal Service and eBay logos are printed on the box.

"As eBay entrepreneurs know, in the highly competitive direct-to-consumer market, the low cost and up-front pricing of Priority Mail gives shippers who use this product a way to provide more value to their customers," said Anita Bizzotto, USPS Chief Marketing Officer and Executive Vice President.

The new box also is convenient for anyone who needs to mail shoes as a gift or for repair. And, for the ultimate in convenience and ease of use, customers can use Click-N-Ship—offered online through *USPS.com* and the eBay Integrated Shipping Solution—to print a shipping label with postage and use free Carrier Pickup online notification to let their local Post Office know their package is ready for pickup

when their letter carrier delivers their mail the following day.

Attendees won't have to carry all those heavy conference materials around either. A flat-rate, co-branded Priority Mail box with a carry handle is available at the Postal Service's Ship It Home Center in the conference exhibit hall. The box can be filled and mailed from the conference, free of charge. Postal Service employees will demonstrate the eBay/USPS Integrated Shipping Solution option on the eBay website.

The Postal Service and eBay have teamed for the "Ship It Win It Sweepstakes," a chance to win \$10,000 to spend on eBay. Contestants have until June 30 to complete an entry form available either online or at more than 8,000 Post Office locations across the country. There will be 10 weekly prizes and a random drawing conducted at the end of the Sweepstakes period to award one Grand Prize, four first prizes, and 10 second prizes. Entry forms are available at booth 604, the Postal Service demonstration area, or online.

Interested parties can learn more about the sweepstakes or register at [www.shipitwinit.com](http://www.shipitwinit.com).

**Please note:** *In order to register for an account and order co-branded boxes, customers must be a registered eBay user. Boxes may only be ordered online and are limited to one set of boxes per stock keeping unit (SKU) number per day. Customers also can purchase and print shipping labels, insure items and request free Carrier Pick-Up. Visit the [USPS Shipping Zone on eBay](#) to learn more.*

Since 1775, the Postal Service and its predecessor, the Post Office Department, has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that visits more than 144 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 \$70 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 U.S. Postal Service delivers more than 46 percent of the world's mail volume—some 212 billion letters, advertisements, periodicals and packages a year—and serves seven million customers each day at its 37,000 retail locations nationwide.

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