



# POSTAL NEWS

FOR IMMEDIATE RELEASE  
January 29, 2007

Contact: Media Relations  
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News Release No. 07-009  
www.usps.com

## **POSTAL SERVICE, HERSHEY'S PROMOTE ROMANCE, EASY SHIPPING SOLUTION** ***"Guess & Win Sweepstakes" Open Through Valentine's Day***

WASHINGTON, D.C. — The U.S. Postal Service is celebrating Valentine's Day with love and Kisses – *Hershey's Kisses*® – and a chance for customers to win a romantic getaway for two.

And the ticket to success is as easy as answering a simple question: How many *Hershey's Kisses*® chocolates fit in a Postal Service Priority Flat Rate Box? For those who like a math challenge, the box dimensions are 11-7/8 inches by 3-3/8 inches by 13-5/8 inches. With two convenient sizes and a great shipping value — any weight to any state for \$8.10 — Priority Mail Flat Rate Boxes are becoming a customer favorite.

The "USPS Guess & Win" Sweepstakes offers customers a chance to win the Grand Prize of \$10,000 toward a romantic trip of their choice, plus other prizes. The exact guess or the closest guess to the correct answer, without exceeding the actual number, wins. Multiple winning answers will result in a random drawing for the Grand Prize. All entries qualify for a random drawing for a chance to win one of 100 First Prizes, an "In the Mailbox"™ *With Love and Kisses* teddy bear. The bear is packaged in a box that is ready to mail.

The Postal Service dedicated the 2007 Love series stamp earlier this month, commemorating the 100th anniversary of *Hershey's Kisses*. The *With Love and Kisses* stamp features the candy mirrored by a red heart.

"This year, the Post Office is the place for Valentine's Day," said Rod DeVar, manager of advertising and promotion. "Mail a card. Buy a gift. Ship a package. All in one convenient location."

Entering the contest is easy. Customers can:

- Pick up a Priority Mail Flat Rate Box and an entry form code at more than 8,000 participating Post Offices, and then log on to [guessandwinsweeps.com](http://guessandwinsweeps.com);
- Log on to **USPS.com** and click on the pink Valentine's Day box in the lower, right corner;
- Mail the guess, name and address on a 3" by 5" card and mail it to **USPS Guess & Win Sweepstakes**, PO Box 861, Bethpage, NY 11714-0861.

Customers also can send a "virtual kiss" to friends and family while on the Postal Service website.

The contest ends Feb. 15.

Since 1775, the United States Postal Service and its predecessor, the Post Office Department, have connected friends, families, neighbors and businesses by mail. An independent federal agency that visits more than 146 million homes and businesses every day, the Postal Service is the only service provider delivering to every address in the nation. It 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 \$72 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 213 billion letters, advertisements, periodicals and packages a year—and serves 10 million customers each day at its 37,000 retail locations nationwide.

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