

FOR IMMEDIATE RELEASE
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AMERICAN TOLEWARE STAMP TO BE RE-ISSUED IN NEW PANE OF 20

WASHINGTON — The United States Postal Service will re-issue the first postage stamp in the American Design series – the 5-cent American Toileware definitive – in a new pane of 20 format.

The public is invited to the free first-day-of-issue ceremony, June 25, at noon at the American Stamp Dealers Association Summer Postage Stamp Show, Santa Clara Convention Center, Hall A, 5001 Great America Pkwy, Santa Clara, CA.

"Two years ago when we introduced the American Design series of stamps, we hoped they would be a hit with customers and collectors," said Executive Director of Stamp Services, David Failor. "Reissuing the Toileware stamps in a new pane format is confirmation that the series has quickly become one of the more popular in recent history. It's a thrill for us to feature the unique artwork of America's great designers on our everyday, work-horse postage stamps."

The 5-cent definitive stamp features a painted detail of a toileware coffeepot from the Winterthur Museum in Delaware. Curators at Winterthur believe that it was manufactured in Philadelphia between 1850 and 1875.

The American Toileware stamp features artist Lou Nolan's painted detail of a black toileware coffeepot decorated with red flowers; purple forget-me-not; and yellow, green and orange leaves. Derry Noyes, of Washington, DC, was the designer and art director for this stamp.

To see the Toileware definitive stamp pane and other images from the 2004 Stamp Program, visit the Postal Service website and view this news release at www.usps.com/shop. Click on "Release Schedule" in the Collector's Corner.

The 5-cent American Toileware stamp was first issued on May 31, 2002 in coils of 10,000. The American Design series showcases objects from various regions, eras, and ethnic cultures that combine utility with beauty and function with form. It replaced the long-running Transportation series, which was issued from 1981 through 1995. The stamps in the American Design series vary in denomination from one through ten cents.

Toileware is japanned (varnished) or painted tinware fashioned into a variety of household objects, including teapots, coffeepots, cups, trays, and candlesticks, which are decorated with



motifs such as fruits and flowers. Typically these designs, in colors such as deep red, green, and pumpkin yellow, are either hand-painted or stenciled onto a black background of asphaltum – a naturally occurring tar-like substance – mixed with varnish. Produced primarily in New England and Pennsylvania, American Toleware was especially popular during the 19th century.

Current U.S. stamps and stationery, as well as a free comprehensive catalog, are available by toll-free telephone order at 1 800 STAMP-24. A wide selection of stamps and other philatelic items also are available at the Postal Store at www.usps.com/shop, and www.postalartgallery.com offers beautifully framed prints of original stamp art for delivery straight to the home or office.

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. An independent federal agency, the Postal Service makes deliveries to about 141 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 \$68 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world. Moreover, today's postage rates will remain stable until at least 2006. The U.S. Postal Service delivers more than 43 percent of the world's mail volume -- some 202 billion letters, advertisements, periodicals and packages a year -- and serves seven million customers each day at its 38,000 retail locations nationwide.

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TECHNICAL DETAILS

Issue: *American Toleware*
Item Number: 100500
Denomination & Type of Issue: 5-cent Definitive Special
Format: Pane of 20 (1 design)
Series: *American Design*
Issue Date & City: June 25, 2004, Santa Clara, CA 95050
Illustrator: Lou Nolan, McLean, VA
Designer: Derry Noyes, Washington, DC
Art Director: Derry Noyes, Washington, DC
Typographer: Derry Noyes, Washington, DC
Modeler: Donald H. Woo
Manufacturing Process: Gravure
Engraver: Armotek Industries
Printer: Sennett Security Products (SSP)
Printed at: American Packaging Corporation, Columbus, WI
Press Type: Rotomec, 3000
Stamps per Pane: 20
Print Quantity: 100 million stamps
Paper Type: Nonphosphored Type III
Adhesive Type: Pressure-sensitive
Processed at: Unique Binders, Fredericksburg, VA
Colors: Magenta, Yellow, Cyan, Black, PMS 7536 (Dark grey)
PMS 454 (Light grey), PMS 7504 (Light brown)
Stamp Orientation: Vertical
Image Area (w x h): 0.72 x 0.830 in. /18.28 x 21.08mm
Overall Size (w x h): 0.87 x 0.980 in./22.09 x 24.89 mm
Full Pane Size (w x h): 4.969 x 5.380 in./126.21 x 136.65
Plate Size: 320 stamps per revolution
Plate Numbers: "S" followed by seven (7) single digits
Marginal Markings: © 2001 USPS • Plate block numbers • Price
Plate position diagram • Barcodes
Catalog Item Number(s): 100520 Block of 4 — \$0.20
100530 Block of 10 — \$0.50
100540 Full Pane — \$1.00
100562 FDC — \$0.80 (1 Toleware + 1 Flag) (113700)

How to Order the First Day of Issue Postmark

Customers have 30 days to obtain the first day of issue postmark by mail. They may purchase new stamps at their local Post Office, by telephone at 1 800-STAMP-24, and at the Postal Store Web site at www.usps.com/shop. They should affix the stamps to envelopes of their choice, address the envelopes (to themselves or others), and place them in a larger envelope addressed to:

AMERICAN TOLEWARE DEFINITIVE STAMP
POSTMASTER
1200 FRANKLIN MALL
SANTA CLARA CA 95050-9998

After applying the first day of issue postmark, the Postal Service will return the envelopes through the mail. There is no charge for the postmark. All orders must be postmarked by July 24, 2004.