

FOR IMMEDIATE RELEASE
March 4, 2005

Contact: Community Relations
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www.usps.com

MAIL A LETTER AND FLOWERS VIA USPS

WASHINGTON - Thanks to a new product issued by the Postal Service yesterday, you'll be able to send greetings and flowers through the mail that are guaranteed to arrive in perfect condition. The flowers come in the form of stunning Garden Bouquet Stamped Stationery, first made available at the New York City Postage Stamp Mega Event held at Madison Square Garden. In a package of 12, each sheet features pink roses and white lilacs set against a soft green background. This eye-catching stationery highlights the lovely 37-cent Garden Bouquet stamp image issued last year.

"Writing a personal note on this beautiful stationery certainly shows the recipient you care," said David Failor, Executive Director, Stamp Services, United States Postal Service. "This pre-stamped stationery is ideal for thank you notes, Mother's Day wishes and expressions of love and friendship. It's also easy to use. Just write a note, seal the stationery and drop it in the mail."

The stamped stationery, which includes a Garden Bouquet stamp designed by Richard Sheaff, has unusual die-cut edges that draw attention to the floral elements and lend a dimensional effect when folded. This heavyweight stationery measures 5-1/2 x 10-1/2 inches flat, perfect for writing a message to a loved one. Folding to 5-1/2 x 4-1/8 inches, the letter can be sealed with the adhesive strip provided at the bottom edge. Each sheet comes with an imprinted, matching 37-cent Garden Bouquet stamp. The Garden Bouquet stamped stationery sells for \$14.95 in a package of 12 sheets and is a beautiful new addition to the pre-stamped stationery product line of the Postal Service.

The Garden Bouquet Stamped Stationery and current U.S. stamps are available at 1-800-STAMP-24. A selection of stamps and other philatelic items are also available at the online Postal Store at www.usps.com/shop and through the USA Philatelic catalog. You can also purchase beautifully custom-framed prints of original stamp art at www.postalartgallery.com.



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 more than 142 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 \$69 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 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.

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TECHNICAL DETAILS

Issue: Garden Bouquet Stamped Stationery

Item Number: 566294

Denomination & Type of Issue: 37-cent stamped stationery

Format: \$14.95 Pad of 12 sheets (1 design)

Series: N/A

Nationwide Sales: March 3, 2005

Designer: Richard Sheaff, Scottsdale, AZ

Engraver: Banknote Corporation of America

Art Director: Richard Sheaff, Scottsdale, AZ

Typographer: Richard Sheaff, Scottsdale, AZ

Modeler: Donald Woo

Manufacturing Process: Offset

Printer: Banknote Corporation of America, Inc./SSP

Printed at: Browns Summit, NC

Press Type: Man Roland, 300

Sheets per Set: 12

Print Quantity: 40,000 sets (480,000)

Paper Type: Phosphored Tagged

Adhesive Type: Peel Strip

Colors: Cyan, Magenta, Yellow, Black

Stamp Orientation: Vertical

Stationery Size (w x h): 6-1/2 x 13 in./139.11 x 330.2 mm

Package Size (w x h): 6-1/2 x 10-3/8. in./139.7 x 263.53 mm

Plate Size: 8 sheets per revolution

Plate Numbers: N/A

Marginal/Backside Markings: N/A

Catalog Item Number: 566294 Stamped Stationery (Pack of 12 sheets) - \$14.95

How to Order First Day of Issue Postmark

Customers have 90 days to obtain the first day of issue postmark by mail. They may purchase the new stamped stationery online at www.usps.com/shop and through the USA Philatelic catalog. The catalog is available free of charge and may be obtained by calling toll-free 1-800-STAMP-24. The stamped stationery should be addressed (to themselves or others) and placed in a larger envelope addressed to:

GARDEN BOUQUET STAMPED STATIONERY
SPECIAL EVENTS UNIT
421 8TH AVE ROOM 2029B
NEW YORK, NY 10199-9998

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 June 2, 2005.