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## **IN 2007, SEAL LOVE LETTERS WITH A KISS**

CHICAGO, IL — Love and the sweet smell of chocolate filled the air today during an exclusive event at Hershey's Chicago. The U.S. Postal Service unveiled the 2007 *With Love and Kisses* stamp, to be released next January.

"Whether it's a Valentine's card, a love letter or just sweet thoughts to someone dear, America keeps love in the air and in the mail all year round," said U.S. Postal Service Chief Marketing Officer Anita Bizzotto. "In 2007, those cards and letters will be all the sweeter with the addition of a colorful *With Love and Kisses* stamp featuring the image of a classic American confection, the Hershey's Kiss.

Joining Bizzotto in the unveiling was Michele Buck, Senior Vice President, Chief Marketing Officer, U.S. Commercial Group, The Hershey Company.

"*Hershey's Kisses* are an enduring symbol of love, affection and sharing, recognized the world over for its distinct shape, classic silver foil and unmistakable plume," said Buck. "The *With Love and Kisses* stamp reinforces the passion and emotional connection consumers have with the *Hershey's Kisses* brand. What a great way to help celebrate the 100th anniversary of *Hershey's Kisses*."

Evoking images of sweet and ardent affection, the *With Love and Kisses* stamp features a *Hershey's Kisses* chocolate and a red heart that form mirror images of one another. Written on the heart is "Love," while "Kisses" appears on the plume that extends from the top of the chocolate treat.

The unmistakable shape of *Hershey's Kisses* chocolates has not changed since The Hershey Company introduced this milk-chocolate candy to the nation in 1907. Wrapped by hand until the process was automated in 1921, Kisses chocolates have been available year round for 100 years with only one exception. Production ceased from 1942 to 1949, when silver foil was rationed as a result of the war effort. Kisses chocolates wrapped in red and silver foil were introduced in 1986 in honor of Valentine's Day.



The Postal Service began issuing its popular Love stamps in 1973. Over the years these stamps have featured a delightful assortment of designs, including heart motifs, candy hearts, colorful flowers and the word “LOVE” itself. Award-winning illustrator José Ortega of New York City and Toronto, who designed the *With Love and Kisses* stamp, previously designed the Salsa stamp, one of four stamps that appeared as part of the 2005 Let’s Dance/Ballemos issue.

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 144 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 \$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 ten million customers each day at its 37,000 retail locations nationwide.

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