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## **Customize Your Holidays with Cards, Postage** *Today's Holidays Need Today's Mail*

WASHINGTON, DC —Last year's favorite holiday photograph can be this year's holiday postage.

Turn cherished memories into holiday cards and postage this year without leaving the house. The U.S. Postal Service has made it even easier to celebrate the holidays, streamlining the process to create cards and greetings online and highlighting the ease of customized postage.

"The focus is on convenience and a little creativity," said Anita Bizzotto, USPS chief marketing officer and executive vice president. "Customize your holidays with your own personal take on cards, gifts and postage. All online and all at a time that is convenient for you. Today's holidays needs today's mail."

CardStore ([usps.com/cardstore](http://usps.com/cardstore)) allows customers to create greeting cards and add a gift card from one of 20 national retail outlets. Use personal photos or choose from more than 50 card designs, including traditional, religious, multi-cultural and non-denominational images and greetings.

Other online options for holiday greetings include Click2Mail and Premium Postcards. Click2Mail provides the perfect solution for end-of-year holiday letters and can be sent by First-Class Mail or Standard Mail rates. Premium Postcards can be created in black and white or full color to announce new holiday products or discounts, send a personal greeting or thank customers for their support throughout the year.

And if grandma loved last year's family photo, she'll love it even more when it adorns the outside of an envelope. Customized postage lets customers personalize postage with pictures or images using Customized PC Postage technology. A favorite family memory, a formal wedding portrait, an attempt at baking holiday cookies, even Santa sneaking down the chimney can help make a card or letter that much more personal. ([usps.com/postagesolutions](http://usps.com/postagesolutions))

Customized postage has two parts: a customer-supplied image and a state-of-the-art, secure barcode. All customized postage is compatible with the Postal Services' automated mail processing systems. It can be used on First-Class Mail, Priority Mail and Express Mail for personal and commercial use.

For the more traditional at heart, Holiday Knits, Madonna of the Carnation, Hanukkah, Kwanza and EID stamps also are available and can ordered online at [usps.com/postalstore](http://usps.com/postalstore) or in Post Offices across the country.

Demonstrations on creating customized cards and postage are being held in Post Offices across the country through Dec. 6.

Fact sheets on CardStore, Click2Mail and Premium Postcards, as well as samples of CardStore and customized postage images are available in the Holiday Press Room at [usps.com](http://usps.com).

**Visit the Holiday Press Room at [usps.com](http://usps.com)**

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**Please Note:** A JPEG image of the Holiday Guide is available by contacting Joanne Veto at [joanne.m.veto@usps.com](mailto:joanne.m.veto@usps.com) or 202-268-3118. For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at [www.usps.com/news](http://www.usps.com/news).

An independent federal agency, the U.S. Postal Service is the only delivery service that visits every address in the nation, 146 million homes and businesses, six days a week. It has 37,000 retail locations and relies on the sale of postage, products and services to pay for operating expenses, not tax dollars. The Postal Service has annual revenues of \$75 billion and delivers nearly half the world's mail.