

FOR IMMEDIATE RELEASE
March 26, 2007

Media Contacts: Mark Saunders 202-268-6524

Joanne Veto 202-268-3118
cell 202-285-2168
joanne.m.veto@usps.gov
www.usps.com
Stamp Release 07-011



To obtain a 300 dpi downloadable image of the Forever stamp, visit:
<http://www.usps.com/communications/newsroom/2007stamps/forever/>

Nation Gets Sneak Peek of the Forever Stamp

WASHINGTON, D.C. — You've heard about it. You've read about it. Now see it for the first time. It's the Postal Service's newest consumer innovation — the *Forever* stamp. The stamp was previewed today at the National Postal Forum, the premier trade show for advertising, marketing and mailing executives. Featuring the Liberty Bell image and the word "forever," the stamp will be good for mailing one-ounce First-Class letters anytime in the future — regardless of price changes. The *Forever* stamp goes on sale April 12 at 41 cents. Customers can begin using the stamp when postage changes May 14.

"Who said nothing lasts forever?" remarked Postmaster General and Chief Executive Officer John E. Potter in unveiling the image here at the National Postal Forum. "The *Forever* stamp is a consumer innovation guaranteed to deliver unprecedented convenience and value to our customers. It's good forever."

Potter said the Liberty Bell was selected because it resonates as one of the nation's most prominent and recognizable symbols associated with American independence.

Research has shown that customers prefer the *Forever* stamp for the convenience it offers by easing the transition for mailing letters when prices change. When postage changes in the future, it will reduce the need to buy one- and two-cent stamps.

Beginning April, 12, the Forever stamp will be available in booklets of 20 through www.usps.com, by calling 1-800-STAMP-24 and in Post Office lobbies nationwide. Customers may also purchase the stamps in Post Office vending machines beginning April 14. Forever stamps will be available through Automated Postal Centers May 14. Automated Teller Machines (ATMs) will begin offering the Forever stamp in sheets of 18 later in May. The Forever stamp will also be available at many convenience and grocery stores this spring. Once prices change May 14, the Forever stamp will remain on sale at the 41-cent First-Class one-ounce letter price until the next price change. The Forever stamp will then be available at the new price.

–30–

An independent federal agency, the U.S. Postal Service is the only delivery service that visits 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 cover its operating expenses. The Postal Service has annual revenues of \$73 billion and delivers nearly half the world's mail.

###