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Contact: David Partenheimer
(O) 202-268-8567
(C) 202-262-3275
david.a.partenheimer@usps.gov
usps.com/news
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Every Time a Bell Rings... Another Forever Stamp is Sold

Postal Service Customers Prepare for New Prices on May 12



(Reporters: Broadcast quality sound & video, image downloads and additional information on the Forever Stamp and new pricing is available at <http://www.usps.com/communications/newsroom/2008/newpricing.htm>)

WASHINGTON, DC — Demand for the Forever Stamp continues to increase as the May 12 stamp price change approaches. In the past several weeks, Postal Service customers have been buying Forever Stamps at a rate of about 30 million per day, bringing the amount sold to more than 6 billion since they were first offered in April 2007.

“We knew the Forever Stamp would be a big hit with our customers and we continue to replenish our stock to meet demand,” said Postal Service Consumer Advocate Delores Killete. “We introduced these stamps as a customer convenience to ease the transition during price changes, and they also deliver economic value.”

The Forever Stamp, as the name suggests, can be used to mail a one-ounce First-Class Mail letter at any time in the future without additional postage, regardless of when the stamps are purchased or used and no matter how prices may change. Customers who buy Forever Stamps now at the current First-Class Mail stamp price of 41 cents will save a penny when the price of stamps – including the Forever Stamp – increases to 42 cents on May 12.

Forever Stamps, featuring an image of the Liberty Bell, are available for purchase at Post Offices nationwide, online at usps.com, by phone at 1-800-STAMP-24, and from Automated Postal Centers and ATMs. They are sold in booklets of 20 and sheetlets of 18.

Detailed information about all the new prices, including ways to save on Express Mail and Priority Mail, is available at usps.com/prices.

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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. 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.