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POSTAL NEWS

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This Mother's Day, Return the Favor

Postal Service Licensee 'Good Fortunes' Cooks Up a Treat for Mom

WASHINGTON, D.C. — Think of the hours and hours spent before the holidays. Picture an over-heated kitchen in the middle of summer. Remember the tireless devotion to birthday treats for homeroom celebrations.

As the day celebrating all that she does approaches, the U.S. Postal Service has a suggestion for a unique gift that will help sons, daughters and grandchildren everywhere put a little love in the mail to Mom: homemade and hand-dipped gourmet cookies.

Made with that special ingredient.

Stamps.

The sugar-coated, edible kind.

Good Fortunes, a Postal Service licensee, is offering more than 30 delectable stamp images to help thank and celebrate mom. Flowers, the popular Love stamp series, teddy bears and candy hearts are available to adorn the tops of cookies.

Boxed gift sets are available in eight-cookie and 16-cookie options. Each gourmet cookie is 2-inches by 2-inches in size. Good Fortunes takes Graham Cracker™ and Oreo™ cookies, then hand dips them in chocolate. The stamp images are produced on edible papers that are applied to individual cookies. Customers also can choose to have the cookies trimmed in colored sprinkles, pink hearts or pink-only sprinkles.

Baking might seem nostalgic or old-fashioned to some. In this web-based day and age, it might help to think of sending Good Fortunes confections as "cyber cooking."

"We're encouraging people nationwide to send a little love to Mom, whether they deliver a plate of cookies in person or send a box of cookies through the mail," said Anita Bizzotto, chief marketing officer and executive vice president. "Of course, a card is always welcomed as well."

Orders are filled usually the day after they are received. Orders received by 1 p.m. Pacific time are filled that day. Shipping is limited to the continental United States.

Note: To view stamp images or to place an order, please log on to www.goodfortunes.com.

– 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.

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