



MEDIA ADVISORY

Oct. 17, 2007

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America Voted and the U.S. Postal Service Will Deliver New Yoda Stamp to Be Dedicated Oct. 25

- What:** The U.S. Postal Service will issue a pane of 20 Yoda 41-cent commemorative postage stamps at the American Stamp Dealers Association Postage Stamp Mega-Event in New York, NY. Since this event is just six days before Halloween, stamp enthusiasts and *Star Wars* fans alike are encouraged to dress up as their favorite character from the *Star Wars* saga.
- Who:** Anita Bizzotto, Chief Marketing Officer, U.S. Postal Service
Terrence McCaffrey, Manager, Stamp Development, U.S. Postal Service
Darth Vader, Dark Lord of the Sith
Stormtroopers
- When:** 10 a.m. ET
Thursday, Oct. 25, 2007
- Where:** The Mall, Madison Square Garden
4 Pennsylvania Plaza
New York, NY 10001-2807
- Background:** The U.S. Postal Service invited the public to vote online for its favorite of the 15 images on the *Star Wars* stamp sheet, which was issued May 25, 2007. More than half a million votes were cast, and this special issuance fulfills the voters' wishes by honoring their favorite *Star Wars* stamp — Yoda.
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- Lucasfilm Contact:** John Singh, 415-623-1583, john.singh@lucasfilm.com

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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, 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 \$75 billion and delivers nearly half the world's mail.