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WIN WITH USPS' PREMIUM POSTCARDS

WASHINGTON, D.C. – From home page to home *site*, the United States Postal Service eases *Live With Regis and Kelly* viewers into the chance of winning a \$250,000 home. By using the USPS' Premium Postcards service, contestants can design, print and mail multiple Home Giveaway Contest entries without ever leaving their *existing* home.

Brought to viewers by the popular, lively morning duo – Regis Philbin and Kelly Ripa - the Home Giveaway Contest is ongoing through May 9. On May 15, one lucky winner will be selected to own a new home in Arizona, California, Colorado, Florida, Georgia, New Mexico, Nevada, North Carolina or Texas.

To enter the contest online, viewers are navigated, step-by-step, through the show's website at <http://tvplex.go.com/buenavista/livewithregis>. Identifying the Regis and Kelly-branded Premium Postcard, contestants complete the required information – including five responses to contest clues given throughout the show's broadcast. For the low cost of 79 cents each, the U.S. Postal Service handles the printing and mailing of every postcard entry.

"We're very excited about this venture," said the Postal Service's New York Metro Area Vice President David L. Solomon. "It demonstrates our commitment and ability to meet customers' mailing needs with creative solutions."

Premium Postcards allow contestants to increase their number of entries, and they bring the post office to every home in the United States that has internet access.

As an added feature, online contestants can enter up to ten times per web site visit, thus increasing their chances of winning.