



# POSTAL NEWS

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## **STAMP MASTERPIECES SUITABLE FOR FRAMING**

WASHINGTON, D.C. — Custom-framed reproductions of original stamp art from noted artists including Norman Rockwell, Peter Max and others are now available at [www.postalartgallery.com](http://www.postalartgallery.com). In a first for the Postal Service, art lovers will soon be able to choose from 300 exclusive stamp images, select framing and matting, and have the finished product mailed directly to their door.

This access to the Postal Service's stamp art collection is made possible through a licensing agreement between the Postal Service and ArtSelect, Inc., the largest supplier of framed and unframed art for the online consumer and business to business markets through wholesale and online network partners.

"People love stamp art," said Azeezaly S. Jaffer, vice-president, Public Affairs and Communications, U.S. Postal Service. "This agreement represents a new vision for our licensing program, one that is looking at how we can position one of our most valuable core products, our stamps, in a new and different way."

"This agreement combines the magnificent stamp art treasures of the Postal Service with the cutting-edge solutions that ArtSelect has pioneered to bring fine framed art into homes and offices through the Internet," said Robert Steinberg, President and Chief Executive Officer ArtSelect, Inc. "Shopping on this site will be easy, fun and rewarding."

"For years, people have asked us to turn stamp images into décor art and now we can meet these requests," said Pamela York, Postal Service Manager of Licensing. "Without the typography and the perforations that border a stamp image, the design possibilities are endless. Through other licensing agreements, we look forward to taking this imagery into more unexpected but natural extensions such as fashion apparel and accessories and home furnishings."

Currently, stamp art licensed products reproduce the actual stamp image onto collectible merchandise and are available through specialized distribution channels. Some of the most popular stamp images in the Postal Service's collection include the Greetings from America (state stamps) series, Carnivorous Plants, and 20<sup>th</sup> Century Trains, the Heroes of 2001 stamp, Birds, Flowers, Lighthouse, Love stamps, and more.

Licensing of Postal Service products and merchandise extends its well-known brand, represented by its heritage of colorful and popular stamp images, into the hands of consumers nationwide. Each year, with the issuance of new stamps, the collection of stamp art grows along with the licensing opportunities.

A sampling of the Postal Service's licensed merchandise is available online at The Postal Store, <http://shop.usps.com>. For information on how to license with the U.S. Postal Service, contact Equity Management Inc. at (248) 680-9150.

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that visits 140 million homes and businesses every day and is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$66 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world. The Postal Service delivers more than 43 percent of the world's mail volume—some 203 billion letters, advertisements, periodicals and packages a year—and serves 7 million customers each day at its 38,000 retail locations nationwide.