

May 13, 2010

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## **New Stamp Series to Aid Greeting Card Customers** *Monarch Butterfly Stamp Featured*

- What:** The new 64-cent Butterfly stamp is designed to be used on cards that have an irregular shape requiring additional postage. Participating manufacturers will print a silhouette image of a butterfly on their envelopes, making it easy for customers to understand the new butterfly stamp or equivalent postage is all that is required to mail the card.
- Who:** Stephen M. Kearney, senior vice president, Customer Relations, U.S. Postal Service  
David E. Failor, manager, Stamp Services, U.S. Postal Service  
Patti Stracher, show manager, National Stationery Show  
George White, chairman, Greeting Card Association (GCA) Postal Affairs Committee, GCA board member and president, Up With Paper  
Andrea Liss, GCA board member and president, Hannah Handmade Cards  
Percival J. Prince, manager, Business Mail Entry, U.S. Postal Service
- When:** Monday, May 17, 2010, 9:30 a.m.
- Where:** The National Stationery Show  
Jacob K. Javits Convention Center  
New York, NY
- Background:** On May 17, the Postal Service will issue a monarch butterfly stamp, the first butterfly stamp design that will be issued for use on large-size greeting cards. Many cards that require additional postage will carry an outline of a generic butterfly to suggest to customers that they may want to buy the new butterfly stamp. The Monarch First-Class Surcharge Rate stamps will be published as a pane of 20.

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A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 150 million residences, businesses and Post Office Boxes. The Postal Service receives no direct support from taxpayers. With 36,000 retail locations and the most frequently visited website in the federal government, the Postal Service relies on the sale of postage, products and services to pay for operating expenses. Named the Most Trusted Government Agency five consecutive years and the sixth Most Trusted Business in the nation by the Ponemon Institute, the Postal Service has annual revenue of more than \$68 billion and delivers nearly half the world's mail. If it were a private sector company, the U.S. Postal Service would rank 28th in the 2009 Fortune 500.