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Sample Showcase Delivers Results for Product Marketers *New Service Gets Thumbs-Up from Consumers*



WASHINGTON — Sending product samples in the mail is a proven way to engage consumers, test new products and generate sales. Now, with the introduction of an innovative co-op service from the U.S. Postal Service, thousands of households across the nation will soon receive packages brimming with food and personal care sample items sure to delight consumers while delivering results for participating marketers.

Sample Showcase is a breakthrough marketing service which brings together the power of direct mail and the promotional effectiveness of product sampling to generate sales for consumer product manufacturers. For this week's full-scale launch, more than 250,000 targeted consumers at households in the Austin, TX, Chicago, IL, Denver, CO areas and opt-in consumers across the nation will receive Sample Showcase packages.

"Sample Showcase is a highly effective way to deliver product samples directly to consumers, and it arrives at the household in an attractive package," said Paul Vogel, president and chief marketing/sales officer. "By harnessing the unique ability of the mail to access the household in a highly targeted manner, product marketers now have an engaging, measurable and cost-effective way to break through the clutter, build a customer base and increase sales."

Market testing conducted in May 2010 received positive responses from participating consumers, with 95 percent of recipients saying they were very excited to receive Sample Showcase in their mail. Respondents overwhelmingly enjoyed the contents, with 98 percent saying the mix of products appealed to them, and 97 percent said the products were relevant to them. A significant number of survey participants also responded that after trying the product sample they had purchased the item.

Sample Showcase is assembled and distributed by StartSampling, a leading sampling sales and distribution firm, under contract with the Postal Service. The Postal Service is moving forward with additional initiatives for product sampling that leverage its strengths in the marketplace.

Business customers interested in including product samples in future shipments of Sample Showcase can inquire by sending an email message to: samples@usps.com. Additional details about Sample Showcase can be found online at usps.com/directmail/givesamples.

The Postal Service receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations.

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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 tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations. With 32,000 retail locations and the most frequently visited website in the federal government, *usps.com*, the Postal Service has annual revenue of more than \$67 billion and delivers nearly 40 percent of the world's mail. If it were a private sector company, the U.S. Postal Service would rank 29th in the 2010 Fortune 500. *Black Enterprise* and *Hispanic Business* magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency six consecutive years and the sixth Most Trusted Business in the nation by the Ponemon Institute.