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## Priority Mail Gets Amazing Endorsement from Spider-Man

*USPS and Sony Pictures Team Up to Cross-promote  
Priority Mail and 'The Amazing Spider-Man 2'*

**WASHINGTON** — To put some Super Hero Spidey-power into its promotion of Priority Mail, the United States Postal Service (USPS) is teaming up with Sony Pictures for the release of the highly anticipated motion picture “The Amazing Spider-Man 2,” in theaters nationwide on May 2, 2014.

In a campaign to promote Priority Mail and “The Amazing Spider-Man 2,” the Postal Service and Sony Pictures are collaborating on a high-profile, multi-channel marketing campaign that begins this week and continues through the end of May.

“Our Priority Mail products share many qualities with a Super Hero of Spider-Man’s caliber, namely those of speed, agility and reliability,” said Nagisa Manabe, Chief Marketing and Sales Officer at USPS. “Like Spider-Man, our priority has always been the people we serve. We pride ourselves on our commitment to public service and delivering for our customers, and we are excited about enlisting Spider-Man to help promote our Priority Mail offerings.”

One of the centerpieces of the campaign, which includes direct mail, digital and social media elements, is a television commercial that features Spider-Man circumventing all obstacles in delivering a Priority Mail package to a special showing for fans of “The Amazing Spider-Man 2.” USPS linked up with Sony Pictures through their mutual media agency, Universal McCann(UM), and DNA Productions to create the television spot with renowned directors, Rich Lee and Marc Webb, director of “The Amazing Spider-Man 2. Viewers can watch the new USPS/Spider-Man TV spot on the Postal Service’s YouTube channel at [youtube.com/user/uspstv](http://youtube.com/user/uspstv)

“While we always knew about the breadth and reach of the Postal Service, it was exciting to learn about the everyday heroism of its employees,” said Dwight Caines, president, Theatrical Marketing for Sony Pictures. “Those traits make this partnership the perfect fit for co-branding and cross-promoting ‘The Amazing Spider-Man 2.’ We are constantly seeking creative ways to promote our films, and the Postal Service couldn’t have been a better choice.”

The campaign also parallels with the beloved Super Hero by highlighting the courageous acts of the postal workforce. One such example is Isagani Ravelo, a letter carrier in Virginia who saved a person’s life when he heard a customer in distress calling for help. He entered the home to find an elderly woman with severe head injuries resulting from a fall. He immediately performed first-aid to stop bleeding and

called an acquaintance of the accident victim for assistance, as the victim requested. Last year, the Postal Service recognized 262 postal employees for heroic acts in the Postmaster General's heroes program.

The wide-ranging promotion also includes trucks featuring Spider-Man images in major urban centers, in-movie integrated logo placement, limited-edition Spider-Man Priority Mail Flat Rate Shipping Boxes, online and digital banners, Spider-Man postage from self-service kiosks, and retail signs. Inspired by Spider-Man's comic book heritage, the campaign will feature graphic renderings as a story-telling vehicle and feature stories of 'USPS super heroes' – real-life Postal Service employees delivering for their customers.



"We are thrilled to collaborate with Sony to relay everyday heroism in Spider-Man and the Postal Service," continued Manabe. "Sony's innovation and global leadership is sure to help us highlight the exciting products the Postal Service has recently brought to the shipping marketplace. We plan to continue pursuing effective marketing collaborations that highlight the great and reliable service the Postal Service offers to customers each and every day."

In 2013, the Postal Service added to the strong momentum in its shipping business by launching major changes to its Priority Mail lineup such as improved features, improved USPS Tracking and day-specific delivery.

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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For reporters interested in speaking with a regional Postal Service public relations professional, please visit: <http://about.usps.com/news/media-contacts/usps-local-media-contacts.pdf>.



**Please Note:** For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at <http://about.usps.com/news/welcome.htm>. Please visit [www.USPS.com/AmazingUSPS](http://www.USPS.com/AmazingUSPS) for more details on the campaign or follow us on social, #AmazingUSPS. You can also visit [www.sonypictures.com](http://www.sonypictures.com)

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation: 152 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 more than 31,000 retail locations and the most frequently visited website in the federal government, usps.com, the Postal Service has annual revenue of more than \$65 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 42nd in the 2012 Fortune 500. The Postal Service has been named the Most Trusted Government Agency for seven years and the fifth Most Trusted Business in the nation by the Ponemon Institute.

**About The Amazing Spider-Man 2** - We've always known that Spider-Man's most important conflict has been within himself: the struggle between the ordinary obligations of Peter Parker and the extraordinary responsibilities of Spider-Man. But in The Amazing Spider-Man 2, Peter Parker finds that his greatest battle is about to begin. It's great to be Spider-Man (Andrew Garfield). For Peter Parker, there's no feeling quite like swinging between skyscrapers, embracing being the hero, and spending time with Gwen (Emma Stone). But being Spider-Man comes at a price: only Spider-Man can protect his fellow New Yorkers from the formidable villains that threaten the city. With the emergence of Electro (Jamie Foxx), Peter must confront a foe far more powerful than he. And as his old friend, Harry Osborn (Dane DeHaan), returns, Peter comes to realize that all of his enemies have one thing in common: Oscorp. Directed by Marc Webb. Produced by Avi Arad and Matt Tolmach. Screenplay by Alex Kurtzman & Roberto Orci & Jeff Pinkner. Screen Story by Alex Kurtzman & Roberto Orci & Jeff Pinkner and James Vanderbilt. Based on the Marvel comic book by Stan Lee and Steve Ditko.

**About Sony Pictures** - Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. For additional information, go to <http://www.sonypictures.com>.

**About Marvel Entertainment** - Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing, including licensing the Spider-Man universe to Sony Pictures. For more information visit <http://www.marvel.com>. ©MARVEL

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