

S T A M P news & notes

Finally, Something That Does Last Forever!

(NAPSA)—Who says nothing lasts forever? The Postal Service's latest consumer innovation—the Forever Stamp—will do just that. If it could ring, it would resonate freedom and independence from using one or two-cent stamps to mail letters when stamp prices change in the future. Featuring the Liberty Bell image and the word “forever,” The Forever Stamp is good for mailing one-ounce First-Class Mail letters anytime in the future—regardless of price changes.

“The Forever Stamp is a consumer innovation guaranteed to deliver unprecedented convenience and value to our customers. It’s good forever,” said Postmaster General John Potter.

Potter said the Liberty Bell was selected because it resonates as one of the nation’s most prominent and recognizable symbols associated with American independence. Focus group research reflected that customers prefer the Forever Stamp for the convenience it offers by easing the transition for mailing letters when prices change. When stamp prices change in the future, it will reduce the need to buy one and two-cent stamps.

The Forever Stamp will always be available at the price of a First-Class Mail stamp in effect at the time of purchase. To introduce the stamp to the public, the Postal Service began offering the stamp in mid-April at 41 cents, well in advance of the May 14 price change. When prices change in the future, the Forever Stamp will



Customers can use Forever Stamps they buy for mailing individual one-ounce First-Class letters anytime in the future—regardless of the price of a First-Class postage on the date of mailing.

sell at the new one-ounce, single-piece First-Class Mail price.

There are no limits on customer purchases. The Forever Stamp is available in booklets of 20 through www.usps.com by calling 1-800-STAMP-24 and at Post Office retail counters nationwide. Customers may also purchase the stamps from selected Post Office vending machines. Starting May 14, Automated Teller Machines (ATM) and Automated Postal Centers will offer the Forever Stamp in sheets of 18. Also, later this spring, many participating convenience stores, grocery stores, drug stores and other retailers will also begin selling the Forever Stamp booklets of 20.