

PhotoStamps — In Market Test Phase

A new form of USPS®- approved PC Postage® known as PhotoStamps™ is in the market test phase. The new PhotoStamps™ labels (shown on this page) are in the mail stream beginning July 23, 2004. These PhotoStamps labels are authorized postage, so employees must process them as usual, without delay.

PhotoStamps™ is an online commercial service that allows customers to create postage with their own designs, images, and photographs. The product is a variation of Stamps.com's NetStamps™, and has been approved and in popular use since June 2002. PC Postage products like NetStamps use secure Information Based Indicia (IBI) technology to provide maximum revenue protection and mail intelligence while also providing extended value to the customer.

The PhotoStamps label measures approximately 1.4 inches by 1.8 inches and includes unique serrations on one side. The label base material of the PhotoStamp product has proprietary invisible florescent material printed onto it for added security. The image covers approximately two-thirds of the face of the label with the remaining one-third containing the indicia information, two dimensional (2D) barcode, a human readable unique serial number, and the postage face value.

During the market test phase, PhotoStamps offers seven full-rate postage mail types and values for use with assorted mailpieces. The mail types and values are:

- Postcard (\$0.23).
- Regular envelope (\$0.37).
- Large envelope (\$0.49).
- Two-ounce envelope (\$0.60).
- Three-ounce envelope (\$0.83).
- Four-ounce envelope (\$1.06).
- Priority Mail® service Flat Rate envelope (\$3.85).

The online interface also allows customers to change the border color of their PhotoStamps labels.



— Product Development,
Postage Technology Management, 7-22-04