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Media Contacts: Don Smeraldi (202) 268-6524
George Marsh (323) 586-1213
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POSTMASTER GENERAL AND MOVIE LEGENDS DEDICATE NEW FILMMAKING POSTAGE STAMPS

Stamp Dedication Event Features First Public Mailing of Oscar Ballots

BEVERLY HILLS – Postmaster General John E. Potter and Hollywood legends Ernest Borgnine, Karl Malden and Gena Rowlands dedicated the new American Filmmaking: Behind the Scenes commemorative stamps yesterday at the headquarters of the Academy of Motion Picture Arts and Sciences. The stamps are available today at post offices nationwide, by toll-free telephone order at 1 800 STAMP-24 and online at www.usps.com/shop.

The American Filmmaking: Behind the Scenes stamps honor the unsung artisans responsible for crafting great American motion pictures. Ten individual stamps salute art direction, cinematography, costume design, directing, film editing, makeup, music, screenwriting, sound and special effects. Producing is highlighted on the selvage of the 10-stamp pane. The Feb. 25 issuance of the stamps was one of many events scheduled during the celebration commemorating the Academy's 75th anniversary.

Hundreds of movie fans and stamp collectors gathered in the Academy's Samuel Goldwyn Theater to celebrate the official first day of issue ceremony for the stamps. They also enjoyed the first public opportunity to witness the mailing of the final ballots for the 2003 Academy Awards. In addition, the new stamps and a special first day cancellation were available to mark the occasion.

Also participating in the stamp dedication ceremony were Academy President Frank Pierson; film critic Leonard Maltin, who wrote the explanatory text on the back of the stamp pane; Sara Karloff, whose father, Boris Karloff, appears as Frankenstein's monster on the Makeup stamp; and Mark Siegel of Industrial Light and Magic, whose hands appear as part of the design including a sculpture of E.T. The Extraterrestrial on the Special Effects stamp.

"The American Filmmaking: Behind the Scenes stamps call attention to the many skills required and the teamwork necessary to carry a story idea through the creative process and bring it to the silver screen," said Potter.

"This collaborative effort so important to the critical and financial success of the film industry is also the key to a thriving mailing industry, where the people who work behind the scenes are instrumental in helping the Postal Service provide efficient, affordable mail service to everyone, everywhere," he said.

In a unique demonstration of how commemorative stamps add value and appeal to First-Class cards and letters, the first American Filmmaking stamps were applied to the final ballots mailed to members of the Academy voting for the winners of the 75th Academy Awards. The subject of each stamp used on the ballots was matched with the discipline for which each member will vote. For example, envelopes containing ballots for screenwriting bore the Screenwriting stamp.

To see the American Filmmaking: Behind the Scenes stamps, visit the Postal Service Web site at www.usps.com/communications/news/stamps/welcome.htm and select the news release announcing the stamps.

Current U.S. stamps, as well as a free comprehensive catalog, are available toll free by calling 1 800 STAMP-24. In addition, a selection of stamps and other philatelic items are available in the Postal Store at www.usps.com/shop.

For more information on the Academy of Motion Picture Arts and Sciences, go to the Academy's Web site at www.oscars.org.



Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. An independent federal agency that visits 137 million homes and businesses every day, it is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$66 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world. The Postal Service delivers more than 46 percent of the world's mail volume—some 207 billion letters, advertisements, periodicals and packages a year—and serves 7 million customers each day at its 40,000 retail locations nationwide.

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