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**POSTMASTER GENERAL APPOINTS MARUCHI SANTANA TO
CITIZENS' STAMP ADVISORY COMMITTEE**

WASHINGTON – Postmaster General John E. Potter today announced the appointment of design executive Maruchi Santana as the newest member of the Citizens' Stamp Advisory Committee (CSAC).

“Maruchi Santana brings market research, design and color expertise to her new role as a member of the Citizens' Stamp Advisory Committee,” said Potter. “In addition to her award-winning talents in the retail branding world, Ms. Santana's passion for community outreach and mentoring activities will strengthen the Committee's ability to develop a stamp program that is attractive and meaningful for everyone.”

Santana and John Parham, her husband, founded the New York brand strategy and design firm Parham Santana in 1985. As Principal and Division President of Retail Brands at Parham Santana, she has managed design teams for such accounts as Target Stores, Discovery Channel, Random House, Warner Bros. and Mattel/Barbie.

Santana's awards and kudos include recognition from the American Institute of Graphic Arts (AIGA), ID magazine, Communications Arts magazine, Graphis and Step. Parham Santana has been featured in How magazine, Graphic Design NY2, Marketing by Design and Design in Depth. It also was recently featured in two books: “Inside the Business of Graphic Design” and “Designing for Children.”

Santana's concern for the community led her to establish and develop the mentoring program of the New York Chapter of the AIGA. Through her leadership and service on its board, Santana started a program that enlisted, trained, partnered and monitored more than 50 designer/mentors with art students from the High School of Art & Design in New York.

Established in 1957, the CSAC reviews thousands of stamp subject proposals generated by more than 50,000 public inquiries annually received by the Postal Service and is responsible for making stamp subject and design recommendations to the Postmaster General.

CSAC members are appointed by and serve at the pleasure of the Postmaster General. With the addition of Santana, the CSAC has 15 members whose backgrounds reflect a wide range of educational, artistic, historical and professional expertise. All share an interest in philately and fulfilling the needs of the mailing public.