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## PhotoStamps | Is This Real Postage?

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### Is this real postage?

Yes, PhotoStamps from Stamps.com are valid U.S. Postage, based on a technology called PC Postage, which is what creates the bar code you see to the right of the image area on PhotoStamps. Only vendors that are licensed and approved to produce PC Postage may display the logo seen below:



Stamps.com, the company behind PhotoStamps, has been a USPS-approved provider of PC postage since 1999, and is the industry leader. When the product first launched in 2004, PhotoStamps by Stamps.com was the first customized postage product ever to be offered in the United States. On May 11, 2006, Stamps.com was authorized by the USPS to print business logos, messages and images on PhotoStamps.

### Over 45 million PhotoStamps sold!

After the successful market test during 2004 in which over 2.75 million PhotoStamps were sold in just 7½ weeks, PhotoStamps from Stamps.com returned in May 2005 under authorization of the US Postal Service. Since the return of PhotoStamps in May 2005, over 30 million PhotoStamps have been sold! In all, over 45 million letters, greeting cards, invitations and gifts have already been made more exciting by PhotoStamps!

### Be careful of imitators

Always look for a USPS logo or look for the PhotoStamps® (single word) brand before you purchase any customized postage product anywhere on the Internet. When you see a logo like the one above or you see the PhotoStamps trademark, you can be assured that the U.S. Postal Service will accept your mail and process it without delay. Be careful because there are many imitations out there that are nothing more than photo stickers! PhotoStamps from Stamps.com is the original customized postage product and is always genuine U.S. Postage.



## PhotoStamps | In The News

Here are some recent quotes from some of the hundreds of press articles that have appeared on PhotoStamps:

### December 2005

BusinessWeek recognizes PhotoStamps as a "Best Product of 2005", distinguishing PhotoStamps as one of the year's most innovative and exciting new products.



### July 2006

"Personalized stamps make any party invitation or letter so much more special"

### the bridal book July 2006

"We love the custom-designed postage from photostamps.com. Surprise your guests with engagement or wedding shots sent on your invitations or thank-yous."

### The Boston Globe June 2006

"Growth in customized stamps is being driven by people like Bruce Peterson, a commercial photographer in Boston who used Stamps.com to turn some of his photos, including a favorite frog picture, into stamps. When submitting bills to clients, he's started including sheets of stamps as a way of saying thank you."

### The Washington Post January 15, 2006

"The Postal Service is in the midst of a second test of PhotoStamps, which let consumers put their own cute pictures on commemorative-size stamps they can order online. It was the brainchild of Stamps.com, which has long had a contract with the Post Office to sell postage online."

### ModernBride

### December 2005/January 2006

"Stylize your stamps. Go to PhotoStamps.com and purchase personalized postage to accessorize your invites."



### December 2005

"The U.S. Postal Service has given its stamp of approval to stamps.com for personalized postage. Join the ranks of presidents and pop stars: The site will turn your pictures into an official first-class stamp."



November 2005

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