



FOR IMMEDIATE RELEASE

STAMP OF APPROVAL: USPS® CHOOSES GLOBAL ICONS TO HELP EXPAND LICENSING BUSINESS

WASHINGTON.DC/ LOS ANGELES (May 4, 2017) - Industry leading brand licensing agency, Global Icons LLC is proud to announce its exclusive worldwide representation agreement with the historic United States Postal Service®. Global Icons will support USPS's strategic brand initiatives by increasing brand exposure through engaging product collections worldwide.

Global Icons and USPS® will use a two-prong approach to expand the brand. The initial focus will be building out the existing USPS® licensed program with items such as era-specific mailboxes, stationery and mailing accessories. The second prong will leverage the Postal Service's vast catalog of assets and imagery reflecting global innovations in transportation, design, science, music, and art to utilize in lifestyle categories including apparel and accessories, home décor, toys & games, digital/interactive and gifts & novelties.

"The Postal Service has over 240 years of history in connecting people and binding a nation with tremendous assets and content. We're excited to have Global Icons working with us to find the right opportunities where USPS can be positioned in ways to enhance the brand and positioning."

Christopher Karpenko, Executive Director Brand Marketing at the USPS.

About USPS®:

From birthday cards and college acceptance letters, to holiday gifts and tax returns, the U.S. Mail® touches lives daily. Although the Postal Service® delivers nearly half of the world's mail, more than any other post, it receives zero tax dollars and relies solely on sales of postage, products and services for its operations. The Postal Service is a brand that is nationally and internationally recognized to hundreds of millions of people. For more information, visit www.usps.com.

About Global Icons:

For 20 years, Global Icons LLC has continually increased consumer loyalty for some of the world's top trademarks, expanding the consumer base of its clients through the creation of new products and distribution channels. Select clients include FORD, BOB EVANS, QDOBA® Mexican Eats, and USPS® among others. For more information visit www.globalicons.com.