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## U.S. Postal Service to Introduce New Product Line

### Licensing Agreement Signed with Fashion Apparel Company

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## POSTAL NEWS

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WASHINGTON— Neither snow, nor rain nor gloom of night has taken on a different meaning at the U.S. Postal Service with plans to launch a new product line of apparel and accessories under the brand name, "Rain Heat & Snow."

The Postal Service's unofficial motto, "Neither snow nor rain nor heat nor gloom of night stay these couriers from the swift completion of their appointed rounds," serves as a backdrop for a licensing agreement the organization has signed with Cleveland-based fashion apparel company Wahconah Group, Inc. The agreement leverages Postal Service intellectual property by introducing the Rain Heat & Snow brand of apparel and accessory products.

"This agreement will put the Postal Service on the cutting edge of functional fashion," said Postal Service Corporate Licensing Manager Steven Mills. "The main focus will be to produce Rain Heat & Snow apparel and accessories using technology to create 'smart apparel' — also known as wearable electronics."

"The Wahconah Group is excited to be working with the U.S. Postal Service in launching this all-weather line of clothing," said Chief Executive Officer Isaac Crawford. "The products will build on the rich American history of this iconic brand, creating specialized apparel for consumers, at affordable prices, delivering something new and exciting that retailers can offer their customers." Wahconah Group, Inc. is a minority-owned company based in Cleveland, OH, with extensive experience in the fashion apparel industry. The firm designs, sources, manufactures and sells apparel with a focus on the men's apparel market. The company is establishing a showroom in the garment district of New York City to showcase their apparel lines to the fashion industry. Under the licensing agreement with the Postal Service, Wahconah will initially introduce Rain Heat & Snow apparel and accessories for men with future plans for a women's line. The goal is to sell this product in premier department and specialty stores.

The Postal Service receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations.

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A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation — 151 million residences, businesses and Post Office™ Boxes. The Postal Service™ receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations. With 32,000 retail locations and the most frequently visited website in the federal government, [usps.com](http://usps.com)®, the Postal Service has annual revenue of more than \$65 billion and delivers nearly 40 percent of the world's mail. If it were a private sector company, the U.S. Postal Service would rank 35th in the 2011 Fortune 500. In 2011, Oxford Strategic Consulting ranked the U.S. Postal Service number one in overall service performance of the posts in the top 20 wealthiest nations in the world. *Black Enterprise* and *Hispanic Business* magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency for six years and the sixth Most Trusted Business in the nation by the Ponemon Institute.

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