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For Immediate Release

135th Street Agency Lands Groundbreaking College Project with U.S. Postal Service

October 1, 2005 (New York, NY) – On Tuesday, September 27, the **135th Street Agency** signed an exciting contract with the **U.S. Postal Service** to pilot a ground-breaking college competition in the Tri-State (New York, New Jersey, Connecticut) area entitled “**The Executive Experience.**”

The Executive Experience seeks to find the public relations executives of tomorrow by stimulating creative ideas from students majoring in Mass Media, Public Relations and Marketing. The Executive Experience is a public relations challenge in which student teams from colleges and universities in New York, New Jersey and Connecticut will devise a complete public relations campaign to promote the Postal Service’s online products NetPost (www.usps.com/netpost), Click N’ Ship (www.usps.com/clicknship) and Direct Mail (www.usps.com/directmail).

Inspired by the hit show *The Apprentice*, this 9-month project will involve 16 four-year colleges/universities that will each be represented by a team of students. Each team has to develop a public relations campaign that targets the 18 to 34 year old demographic. The teams will test their campaigns and present their results and methods to a panel of celebrity judges. Then the teams will be narrowed down to six finalists, out of which one winning team will be announced and awarded a scholarship during a ceremony in April 2006. Furthermore, the Postal Service will use the winning campaign in a future Postal Service promotion!

For more information about the **Executive Experience**, contact Saptosa Foster (Saptosa@135stagency.com) or Shante Bacon (shante@135stagency.com) or log onto www.135stagency.com.

ABOUT THE U.S. POSTAL SERVICE

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. An independent federal agency, the Postal Service makes deliveries to more than 142 million addresses every day and 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 \$69 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world. Moreover, today's postage rates will remain stable until at least 2006. The U.S. Postal Service delivers more than 46 percent of the

world's mail volume-some 206 billion letters, advertisements, periodicals and packages a year-and serves seven million customers each day at its 37,000 retail locations nationwide.

ABOUT THE 135TH STREET AGENCY

The 135th Street Agency is a Marketing/PR/Advertising firm based in Harlem and Atlanta. Launched in 2002, the 135th Street Agency bridges the gap between artists/entertainment and Corporate America and translates the message that corporations are trying to get across to the urban business professional/urban youth consumer in a culturally savvy manner. Our combined 20 years of experience/contacts in Music/Entertainment Marketing and Print Media include an eight-year tenure in Def Jam Records' marketing department as well as editorial experience at Seventeen, Rolling Stone, In Style, XXL, Vibe, and Complex. Past and current clients of the 135th Street Agency include the United States Postal Service, BET, Coca-Cola Summerscope, Greater Harlem Chamber of Commerce, Def Jam Records, Howard University's *Manifest Magazine*, and Hot 97 New York personality "Sunny".

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