



Contact:

Allison Hazel
MACtac Printing Products
330.689.2463
akhazel@bemis.com
OR
Heather Bing
Akhia Public Relations
330.463.5650
heather.bing@akhia.com



For Immediate Release

“D’oh!” *The Simpsons* Postage Stamps Commemorate 20 years of Prime-time Comedy

*MACtac® supplies pressure-sensitive adhesive label materials for *The Simpsons* stamps*

STOW, Ohio – June 8, 2009 – America’s favorite prime-time animated comedy, *The Simpsons*, makes history as the only television show to serve as the exclusive subject of a stamp set while still in prime-time production. The show, which was an instant hit in its first season, has won multiple Emmy awards and other accolades since its launch in 1990.

The Simpsons characters are the latest postage stamp themes released by the United States Postal Service (USPS), commemorating the 20th year of the half-hour television series. MACtac® supplied the pressure-sensitive adhesive label materials for the one billion stamps printed.

“From the television series and box office movie to the thousands of promotional items featuring the family, *The Simpsons* have made their way into households across the nation for years,” said Allison Hazel, marketing manager, MACtac Printing Products. “Supplying the adhesives for these stamps gives MACtac the opportunity to contribute in our own way to this exciting new first for the show.”

(more)

Designed to encourage younger generations to develop an interest in stamp collecting, *The Simpsons* stamp set uses the original, vibrantly colored artwork of the five family members designed by the cartoonist who created *The Simpsons* characters, Matt Groening.

The Simpsons stamp booklet features 20, 44-cent first-class mail stamps with one of four possible covers—Homer, Marge, Bart, or Lisa and Maggie. Also available through the USPS, is the complete set of all four booklets, with five stamp designs and individual covers featuring Homer, Bart, Lisa, and Marge and Maggie.

The USPS receives about 50,000 stamp-subject suggestions every year, with only about 20 subjects selected. *The Simpsons* stamps are currently available online at www.usps.com/shop, by phone at 800.STAMP.24 and at local post offices.

MACtac has been a qualified supplier for USPS stamps for more than five years, providing materials for a number of pressure sensitive stamps, including "*Star Wars*," "Forever," "Flags of Our Nation" and "Olympic Games." For more information about MACtac Roll Label, please call 800.255.9733 or visit www.MACtac.com/RollLabel.

MACtac is a leading global supplier of pressure-sensitive adhesives. Founded on personal service, technical support, quality assurance, custom capabilities and supply chain efficiency, MACtac is dedicated to providing superior quality to its customers. Headquartered in Stow, Ohio, MACtac is a subsidiary of the Bemis Company, Inc., the largest flexible packaging supplier in North America. For more information, please visit www.MACtac.com.

###