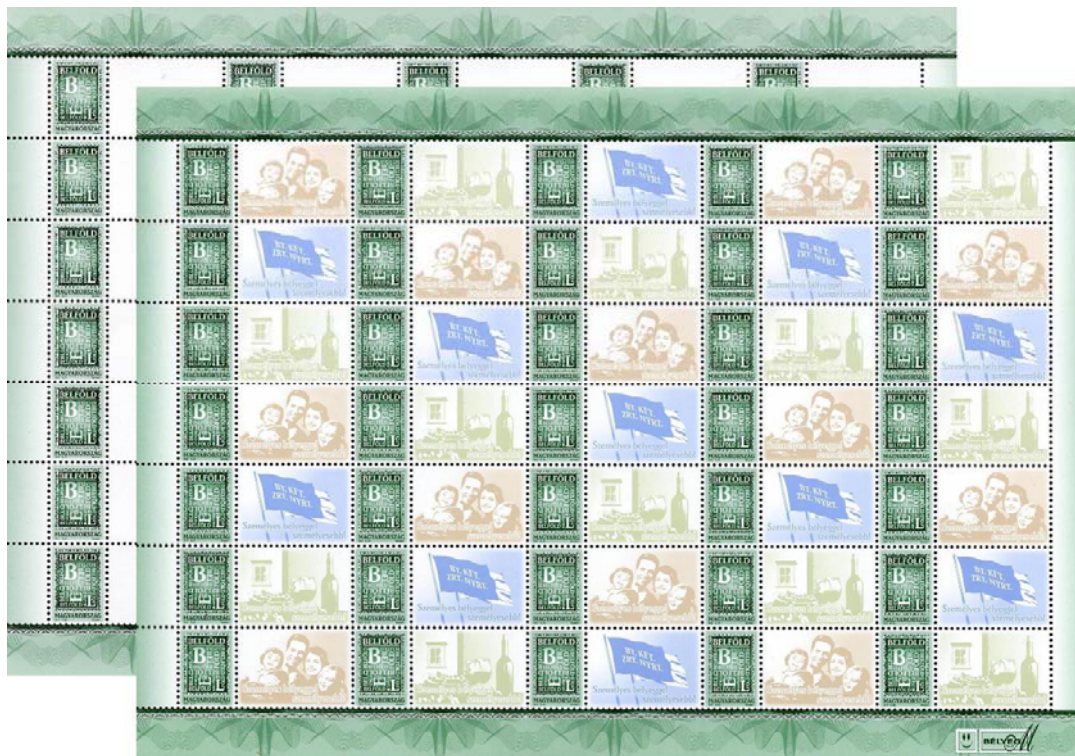


Hungarian Stamps 2012

RANGE OF YOUR OWN STAMPS EXPANDS



Your Own Message Stamp IV: Domestic 35
is issued as a promotional regular stamp sheet and
a personalised stamp sheet with no value indication

In mid May 2012 Magyar Posta is issuing a new sheet of stamps that can be personalised, ***Your Own Message Stamp IV: Domestic 35***. The special feature of the new release is that the sizes of the stamp and label have been swapped, doubling the promotional space available for personalisation.

Since the introduction of Your Own Stamps in 2004, the service and the range of products have expanded continuously. On the first *Your Own Folkoriada Stamp* only a portrait could be put on the label, but the options gradually expanded in the light of customer requirements. Later family pets and even a customer's new car could appear on the label and then the option for company logos or promotional messages was offered. The varied topics of the stamp sheets include birthday and name days, school graduation, wedding, new-born babies, Christmas and many other occasions when Your Own Stamp is ideal as a gift or for your own correspondence.

The new sheets of Your Own Stamp, which are likely to be a new milestone in the life of the product, are available from 14 May 2012. Thanks to technological development the option to double the size of the personal/promotional label has arisen. The size of the space for a photo of the customer's choice, company logo or message has increased from 18 x 25.2 mm to 36.25 x 25.2 mm. Although the space for communication has grown, the selling price of the sheet is HUF 4,900 similarly to the other stamp sheets containing 35 *Domestic* non-value indicator stamps with a neutral graphic design. The new stamp sheet was designed by the graphic artist *Imre Benedek* and printed by the banknote printing company *Pénzjegynyomda*.