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TOYS FOR TOTS LITERACY PROGRAM TURNS DOLLARS INTO BOOKS

The UPS Store *and* Mail Boxes Etc. Give the Gift of Literacy to Children

SAN DIEGO, Nov. 12, 2008 – While known for giving toys to under-privileged children during the holidays, the Marine Toys for Tots Foundation is teaming up with [The UPS Store](#)® and [Mail Boxes Etc.](#)® locations nationwide to provide books to needy children this holiday season through the [Toys for Tots Literacy Program](#).

Launched in March of this year, the Toys for Tots Literacy Program is a year-round initiative offering our nation's most economically disadvantaged children the ability to compete academically and to succeed in life by providing them direct access to books and educational resources that will enhance their ability to read and to communicate effectively.

“According to the U.S. Census Bureau, more than 12.8 million children are living in poverty,” said LtGen. Pete Osman, USMC (ret), president and CEO of the Marine Toys for Tots Foundation. “One of the keys to unlocking the door to a brighter and more prosperous future for these children is a good education. With the Toys for Tots Literacy Program, we are able to extend our reach and impact in a very meaningful way by giving the gift of hope and helping to break the cycle of poverty.”

Through Wednesday, December 31, participating *The UPS Store* and *Mail Boxes Etc.* locations are selling \$1 donation cards to benefit the Toys for Tots Literacy Program. Every \$1 donation will help the Marine Toys for Tots Foundation buy a book for a deserving child.

“As the exclusive sponsor of the Toys for Tots Literacy Program, we have the opportunity to bring awareness to the issue of children's literacy year round,” said Stuart Mathis, president of Mail Boxes Etc., Inc. (MBE) “Even though a dollar doesn't seem like much, with each dollar donation, the literacy program can deliver a book to a child in need and instill in them a passion for reading.”

Since March, *The UPS Store* and *Mail Boxes Etc.* network has collectively contributed more than \$300,000 to the Toys for Tots Literacy Program through a variety of activities, including in-center donation card campaigns, coin box collections, special events and sponsorships.

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MBE and its brands, *The UPS Store* and *Mail Boxes Etc.*, are the exclusive sponsors of the Toys for Tots Literacy Program. Since 2005, the network has teamed up with the Marine Toys for Tots Foundation, donating more than \$1.5 million to brighten the lives of thousands of children nationwide.

For more information or to donate, please visit [Toys for Tots Literacy Program](#).

About The Marine Toys for Tots Foundation

The Marine Toys for Tots Foundation is a not for profit organization authorized by the U.S. Marine Corps and the Department of Defense to provide fundraising and other necessary support for the annual Marine Corps Reserve Toys for Tots Program. Now in its 61st year, Toys for Tots provides joy and a message of hope to economically disadvantaged children through the gift of a new toy during the Christmas holiday season. Our gifts offer these children hope, recognition and a positive memory they will cherish for a lifetime. Many of the gifts we provide, such as books, games and sports equipment, make a significant contribution to the educational, social and recreational development of these children. In 2007, Marines distributed gifts to 7.5 million children in over 600 communities nationwide. The Marine Toys for Tots Foundation relies on individual donations from the American public as well as support from corporate sponsors. For more information, visit www.toysfortots.org.

About The UPS Store and Mail Boxes Etc.

The UPS Store and *Mail Boxes Etc.* retail locations are franchised by Mail Boxes Etc., Inc., a UPS subsidiary. Together *The UPS Store* and *Mail Boxes Etc.* locations comprise the world's largest franchise network of retail shipping, postal and business service centers, with more than 6,000 locations around the world. In the United States, *The UPS Store* and *Mail Boxes Etc.* locations are independently owned and operated by licensed franchisees of Mail Boxes Etc., Inc. Outside the United States, locations are owned and operated by MBE master licensees or their franchisees. For additional information, please visit www.theupsstore.com or www.mbe.com.

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