

For Immediate Release

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THE UPS STORE RACES IN NEW READING-INSPIRED RIDE

New Paint Scheme Reflects Launch of Toys for Tots Literacy Program

ATLANTA, March 7, 2008 – As part of the newly launched Toys for Tots Literacy Program, *The UPS Store*® today unveiled a new paint scheme for this year's #44 *The UPS Store/Toys for Tots* Camry. NASCAR driver David Reutimann will race the car on Aug. 31 at California Motor Speedway.

Reutimann takes over the wheel of the #44 UPS Toyota from retiring NASCAR legend Dale Jarrett on March 30. Jarrett raced specially designed *The UPS Store/Toys for Tots* cars for the last three years to kick off each season's Toys for Tots campaign.

"I am so proud to have been a part of the Toys for Tots program over the last three years, and I'm sure David will get as much out of this as I did," said Jarrett. "I know from my own experience, there is nothing like the joy of reading with your children and seeing them learn. The Toys for Tots Literacy Program is a great way to help kids throughout the year, not just during the holidays."

The Toys for Tots Literacy Program is a new year-long initiative that will offer 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.

"With 12.8 million children living in poverty, the literacy program is the perfect way to help provide these children with the tools they need to break the cycle of poverty," said Major Bill Grein, USMC (ret), vice president of the Marine Toys for Tots Foundation. "Toys for Tots will now be able to extend its reach and impact in a very meaningful way by giving the gift of reading to those who need it most."

To kick off the Toys for Tots Literacy Program, *The UPS Store* – the exclusive sponsor of the program – presented a check for \$125,000 to Grein at a

special ceremony in Atlanta, prior to the race. The donation will be used to distribute 125,000 books to children in need and is just the start to *The UPS Store* network's commitment to the program.

Throughout March, participating *The UPS Store* locations will collect \$1 donations for its *Buck a Book* program. Every dollar donated during this time will be used to get a book into the hands of an economically disadvantaged child in that local community. Stores will continue additional fundraising activities throughout the year.

"This design gives us a great opportunity to showcase the Toys for Tots Literacy Program in an unconventional way – and to some of the best fans in sports," said MBE President Stuart Mathis. "We greatly appreciate Dale's, David's and the NASCAR community's support."

As a national Toys for Tots sponsor since 2005, *The UPS Store* and *Mail Boxes Etc.* network has raised more than \$1.3 million for the Marine Toys for Tots Foundation. These monies helped the organization deliver more than 19 million toys, books and other gifts to over 7.5 million children each year.

For more information on the Toys for Tots Literacy Program or to make an online donation, please visit www.toysfortotsliteracy.org.

About The UPS Store

The UPS Store and *Mail Boxes Etc.* retail locations are franchised by Mail Boxes Etc., Inc. (MBE), an indirect subsidiary of United Parcel Service, Inc., a Delaware corporation. 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 5,800 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.

About The U.S. Marine Corps Reserve Toys For Tots Program

The Marine Toys for Tots Foundation, an IRS recognized 501 (c) (3) not-for-profit public charity, is the authorized fund raising and support organization for the 60-year-old Marine Corps Reserve Toys for Tots Program. The Foundation provides the funding and support needed for successful annual toy collection and distribution campaigns. The foundation is located at Marine Corps Base, Quantico, Virginia. Local Marine Corps Reserve units and volunteer organizations collect and distribute toys in more than 600 communities covering all 50 states, the District of Columbia and Puerto Rico. For more information, visit www.toysfortots.org.