



DONALD J. HALL, JR.
PRESIDENT AND
CHIEF EXECUTIVE OFFICER



May 27, 2004

Mr. William Burruss
President
American Postal Workers Union
1300 L Street NW
Washington DC 20005

Dear Mr. Burruss:

Your letter regarding the relationship between the Postal Service and some of the stores in the Hallmark Gold Crown network surprised us. We have always viewed these arrangements as an opportunity not only to increase the sale of greeting cards and related merchandise, but also to help the Postal Service increase its volume and revenue.

Our goal has always been to foster a strong partnership with the Postal Service and its employees. We feel that offering a very limited selection of stamps and priority mail packages to convenience-driven consumers will only translate into more letter volume for the postal service.

I was surprised by the concern expressed in your letter and wanted to let you know that we take this matter very seriously. It has led us to contact postal officials in Washington, to ask them to review with us the issues you have raised. I'm sure you understand our need to do this. We will respond more fully to your letter when those discussions have occurred.

Hallmark Cards has the highest regard for the work done by the American postal worker. We share a common goal – the desire for a healthy and vital postal service. A strong postal service is essential to the livelihood of postal workers and to the delivery of our product.

Sincerely,

Don Hall, Jr.

DJH/my