

STAMP CELEBRATES CANADA'S FIRST OLYMPIC GOLD MEDAL WON IN CANADA

A PROUD NATION CHEERS!

VANCOUVER (Sunday, February 14, 2010) – Canada Post is proud to commemorate Canada's first olympic gold medal on Canadian soil in history by issuing a special stamp featuring the medal. This previously unannounced stamp is now available at www.canadapost.ca/celebrategold and will be available in post offices in Vancouver tomorrow and across Canada starting Tuesday. This is the first time in Canada Post's history that the company commemorates an event the day it occurs.

This evening, Canadians were treated to the experience of a lifetime when our Canadian flag was hoisted above the Olympic podium at the Vancouver 2010 Olympic Winter Games. "This is a moment of pride that will live on for years to come and we, at Canada Post, wanted to put our stamp on it," says Mary Traversy, Canada Post's senior vice president of Transaction Mail. "Of course, the victory was made even sweeter by the fact the medal was won by a member of the Canada Post Freestyle Team!" Traversy adds. Canada Post sends its congratulations to Alexandre Bilodeau and the entire Freestyle Team for a very exciting weekend so far. Canada Post is the title sponsor of the Canadian Freestyle Team, a six-year agreement with the Canadian Freestyle Skiing Association started in 2006 to support the training and competitive commitments of the national team.

Canada Post's Vancouver 2010 program, which includes stamps and a special set of cancels, has already captured the hearts of Canadians. More than 800 million stamps featuring the Vancouver 2010 theme have already been sold to date and the set of Vancouver 2010 cancels was just launched on Friday. Overall, 15 stamps have been created to commemorate the 2010 Winter Games.

About the Gold Medal stamp

The stamp, designed by Naomi Broudo and Violet Finvers of the Vancouver-based firm, Tandem Design, showcases a Vancouver 2010 Olympic gold medal. Gold maple leaves scattered around the booklet and souvenir sheet are a special tribute to this Canadian celebration, and a creative play on the subject of the stamp. Five million of the stamps have been printed and they will be sold in booklets of ten stamps and on souvenir sheets of two stamps.

Additional information about Canadian stamps can be found in the News section of Canada Post's website, and photos of these new stamps are also available. Stamps and other products will be available at participating post offices, or can be ordered online by following the links at canadapost.ca/celebrategold, or by mail order from the National Philatelic Centre. From Canada and the USA, call toll-free: 1 800 565-4362, and from other countries, call: 1 902 863-6550.