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## **Mail Boss™ by Epoch Design Wins Prestigious National Hardware Show Golden Hammer Communications Award for Signage**

REDMOND, WA (April 23, 2009) – Epoch Design, LLC, manufacturer of the Mail Boss™ locking security mailbox and innovative provider of USPS approved security mailboxes in the U.S., has won the 2009 Golden Hammer Communications Award in the category of Signage.

The award, sponsored by Home Channel News, recognizes exceptional suppliers that demonstrate the greatest overall commitment, creativity and success in support of home-center and hardware building retailers through the medium of point-of-purchase signage.

Epoch Design earned the Golden Hammer Award based on its “Mail Boss: Stop Mail Identity Theft!” marketing signage at the point-of-purchase, available for viewing at [www.mailboss.net/mail-boss-wins-2009-golden-hammer/](http://www.mailboss.net/mail-boss-wins-2009-golden-hammer/). The *Stop Mail Identity Theft!* campaign was designed to generate market awareness of the prevalence of mail identity theft, establish the superior security and usability of the Mail Boss™ locking mailbox product, and support dealers in driving sales at the point-of-purchase.

“In the locking mailbox category, there is no real brand name recognition. We want to establish a strong emotional connection with consumers by equating the superior security of the Mail Boss brand with peace of mind in the face of the epidemic of mail identity theft,” said David Bolles, President of Epoch Design.

Epoch Design also received the Golden Hammer Award in 2008 for their “Mail Boss is Peace of Mind” television ad campaign, which resulted in a 308% increase in purchase orders from dealers in the weeks following the ad run.

“The 2009 Golden Hammer award is indeed an honor and a validation of the excellent feedback we receive from our retailers and customers,” said Jenny DeRaspe-Bolles, Marketing Director of Epoch Design. “The tremendous response to the Mail Boss brand, and our recognition by Home Channel News two years running, support our belief that consumers are eager for products that offer true protection against the very real and growing threat of mail and identity theft.”

The Mail Boss™ is a USPS approved galvanized heavy-gauge steel locking mailbox with a patented anti-pry locking mechanism to prevent leveraged entry. Hailed “Postbox Maximus” by *Popular Mechanics*, the Mail Boss also features the innovative Fast-Trak™ Mounting Plate, which allows for convenient installation of a high security mailbox in just minutes rather than hours.

For a more information, call 1 (800) 589-7990 or visit Mail Boss online at [www.MailBoss.net](http://www.MailBoss.net).

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