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Mail Boss™ by Epoch Design Wins Prestigious National Hardware Show Golden Hammer Award for Business-to-Consumer Advertising

REDMOND, WA (April 30, 2008) – 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 2008 Golden Hammer Communications Award for Business-to-Consumer Advertising.

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-material dealers through the medium of business to consumer advertising.

Epoch Design earned the Golden Hammer Award based on its "MailBoss is Peace of Mind" television ad campaign, available for viewing at www.themailboss.com/Press_Release_May08/. The campaign was designed to generate market awareness of the prevalence of mail and identity theft, and to establish the superior security of the MailBoss locking mailbox product.

The television ad communicates that not all locking mailboxes are created equal, and exceeded expectations in driving sales conversions to MailBoss dealers, resulting in a 308% increase in purchase orders from dealers in the weeks following the ad campaign. The footage shows that many "security" mailboxes can be easily accessed in just seconds with only a screwdriver, but the MailBoss cannot be similarly violated.

"In the locking mailbox product category, there is little to no 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 and identity theft" said David Bolles, President of Epoch Design.

"The Golden Hammer Award is indeed an honor and a validation of the excellent feedback we receive from our retailers and our customers about the Mail Boss security mailbox," said John DeRapse, Vice President of Epoch Design. "We are highly confident about the MailBoss product and extremely pleased with the tremendous consumer response to the brand through our 2007

television ad campaign. These results, and our recognition by Home Channel News, support our belief that consumers are ready 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 an exclusive patent-pending anti-pry locking mechanism to prevent leveraged entry. Hailed “Postbox Maximus” by *Popular Mechanics*, the MailBoss also features the innovative patent-pending Fast-Trak™ Mounting Plate, which allows for convenient installation of a high security mailbox in just minutes rather than hours.

For a MailBoss dealer near you and product details, call 1-800-589-7990 or visit www.themailboss.com online.

Mail Boss™ is a registered trademark of Epoch Design, LLC, Redmond, WA.

