

NEWS RELEASE

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American Flag Tag Is Key To Allegiance

Carmel, CA - Hoffman Mint, one of the largest private mints in the United States, is proud to announce the release of their newly struck patriotic medal, "The Star Spangled Banner". This medal depicts America's most treasured symbol - the American flag - which symbolizes all that the United States stands for - it's values, ethics, and strengths, and was created in the shape of a key tag. The flag, the most recognizable symbol in the world today, is meticulously struck, beautifully designed and artfully sculpted on one side and the Pledge of Allegiance is emblazoned on the reverse.

It is an interesting historical note that the design of the original flag, the Star Spangled Banner, was decided for very practical reasons - to identify our military positions and naval ships. In 1818, Congress decreed that the Star Spangled Banner be thirteen horizontal stripes, alternating red and white, symbolizing the original thirteen colonies, and each state represented by a single star.

The Pledge of Allegiance, authored by Francis Bellamy, was first given national publicity in October 1892. The wording of the Pledge has been modified three times during its history, and the last change occurred on June 14, 1954, Flag Day, when President Eisenhower approved the addition of the words "under God". The Pledge of Allegiance professes loyalty and devotion to the flag and to our way of life...the American ideal.

The medal was designed and struck in house by Hoffman Mint's talented artisans. The medal is available in lacquered bronze or in .999 silver. "We proudly offer the medal - The Star Spangled Banner - representing all that America stands for - Freedom with Liberty and Justice for All," stated Michael Hoffman, CEO of Hoffman Mint.

To obtain more information and pricing for the Star Spangled Banner American Flag with The Pledge of Allegiance, or information about Hoffman Mint's custom minting services, please contact their sales department. Call toll free 800-227-5813, fax to 831-649-3318, or write to P.O. Box 896, Carmel, CA 93921. You may also visit their web site www.hoffmanmint.com to view the calendar medal.

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