

*For Immediate Release*

## Singapore Post partners 9 brand-leaders to launch Send4Service

**Singapore, 28 October 2004** – Singapore Post Limited (SingPost) today announced its partnership with nine leading household brands to launch Speedpost Send4Service, a service that will enable consumers to conveniently request for delivery and repair or service of their household or IT equipment. SingPost’s nine partners are Ariston, Canon, EF, Elba, IBM, JVC, Lexmark, LG and Sony.

Ms Lynette Koh, SingPost’s Director for Sales and Marketing, said: “SingPost is constantly looking to deliver convenience to our customers. With the widest local delivery fleet and our efficient and reliable distribution network, we are very pleased to team up with like-minded partners which are themselves well-known household brands, to offer consumers an easy, convenient way of getting their household or IT equipment repaired and serviced by authorised service centres. It’s a truly triple-win arrangement in which: 1) our partners enhance their brand value by strengthening their after-sales support for their customers; 2) consumers who believe in keeping their equipment in tip-top working condition now have a reliable and convenient arrangement without leaving their home/office; and 3) SingPost takes another step toward providing innovative solutions by doing what we are best at – delivering with total reliability.”

Send4Service comes under the Speedpost brand offering. Deliveries are One-Way (collection from or delivery to customer) or Two-Way (collection from and delivery to customer) and are priced as follows:

Price (S\$)		Product Weight (Guide)	Product Description (Guide)
Two Way	One Way		
\$12	\$8	Small (< 3 kg)	Digital Cameras, Video Cam, Digital Diary, Hand phone, Phone, DVD Drive, Phones, MP3 . . .
\$24	\$14	Medium (< 10 Kg)	Mini Compo, Home Printers, Laptops . . .
\$30	\$17	Large (< 20 kg)	PC (CPU), Small fridge, 14" TV, PC Monitors, Heavy Printers . . .

Customers requiring a pick-up simply need to dial 6845 8080 or email [g-service@singpost.com](mailto:g-service@singpost.com). Speedpost Send4Service will pick up their equipment and send it for service or repair at the authorised service centres. Alternatively, they can drop off their equipment at any of SingPost's 61 post offices located throughout Singapore. When the item is repaired, customers have the option of having the item returned to them by SingPost or picking it up at a post office.

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### **About Singapore Post Limited**

SingPost is a household name in Singapore with strong brand recognition. It is the dominant provider of domestic and international postal services in Singapore. It is one of the most efficient and profitable postal operators globally and offers customers a one-stop mail, logistics and retail distribution network in Singapore.

With a highly efficient mail delivery services utilising a sophisticated distribution infrastructure and advanced mail processing technology, SingPost estimates that it has achieved domestic mail market share of greater than 95 per cent. It believes that its Spring joint venture is a market leader in private cross-border business mail solutions.

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