

For Immediate Release

**Singapore Post Partners with Warner Bros. Singapore
in Exclusive Nationwide Promotion of *The Polar Express*TM**

Singapore, 1 November 2004 – Singapore Post (SingPost), the dominant provider of domestic and international postal services in Singapore, have partnered with Warner Bros. Singapore to launch and promote Warner Bros. Pictures' holiday event film, *The Polar Express*TM, in a unique first-ever collaboration of nationwide proportions.

First movie promotion of its kind

This is the first time in Singapore that a major movie is jointly promoted with SingPost, embarking on a most comprehensive promotional campaign through the mail and post office channels. This unprecedented move is a joint marketing distribution strategy that has not been used before.

Ms Lynette Koh, SingPost's Director of Sales and Marketing, said: "We are absolutely delighted to partner with Warner Bros. to promote *The Polar Express*TM. We look forward to spreading the warmth and cheer of the festive season again by contributing our strengths in reliable and efficient distribution through our mail delivery and post office network to promote this enchanting movie about sharing, caring and giving."

Mr. Ng Peng Hui, Warner Bros. Singapore General Manager said: "As a family oriented film, *The Polar Express*TM is a right fit in this exciting partnership. SingPost provides this heartwarming film a wonderful chance to take movie marketing to a brand new height. We are thrilled and confident that this will be a prelude to many more promotions to come."

One Million *The Polar Express*TM movie postcard maildrop

In this unique partnership, Warner Bros. Singapore and SingPost will deliver a specially designed *The Polar Express*TM postcard mailer to promote this movie to 1 million households in Singapore. Residents will start receiving a movie postcard from early November 2004 which invites them to write to Santa to stand a chance to attend *The Polar Express*TM slumber party. Residents can also tell Santa their Christmas gift wish and have that wish fulfilled at the party and stand a chance to win a pair of tickets to Finland

Special Collection of The Polar Express™ MyStamps

SingPost will be launching, as part of the Polar Express campaign, a specially designed MyStamp sheet featuring 20 "For Local Addresses Only" Joy and Greetings stamps with images of *The Polar Express™* movie scenes. *The Polar Express™* MyStamp will be launched in conjunction with the release of *The Polar Express™* Movie, on 25 November 2004. This also marks the first time SingPost is promoting a movie using stamps, as well as providing Singaporeans an opportunity to own this collectible series. Collectors will be able to purchase *The Polar Express™* MyStamp sheet at \$8 per sheet, at selected post offices. Only limited quantities of stamp sheets will be available.

Limited edition The Polar Express™ pre-paid postcards set

In addition, SingPost will offer exclusive collectible *The Polar Express™* pre-paid postcards sets for sale at all its 61 post offices from 11 November 2004. Proceeds from the sales of these postcards will go to the sponsorship of a slumber party for 100 underprivileged children, all in the spirit of charity and joy this season

SingPost will also create an exclusive mail order shopping catalogue featuring books, CDs and other merchandise of the movie. This catalogue will be available at all post offices in mid November. Customers have the convenience of browsing through the catalogue and ordering movie merchandise which will be delivered conveniently to their homes. Alternatively, customers can call the Speedpost hotline 1800-2225777 to request for delivery.

The Polar Express™ Movie-in-a-Package

In line with the launch of *The Polar Express™*, SingPost will distribute exclusively at its 61 post offices *The Polar Express™* Movie-in-a-Package, containing four movie passes, four vouchers each for pop corn and drinks, and the exclusive collection of prepaid postcards in a limited edition canister at only \$48, offering consumers more than 30 per cent off the actual value of the pack at \$69.90.

Children's Slumber Party

SingPost and Warner Bros. Singapore will also co-organise a slumber party at a surprise location on 27 November 2004 whereby two hundred children (and their parents) plus 150 adults who write to Santa using the movie postcards will be specially hand-picked to attend this first-ever party.

In the spirit of giving and sharing, SingPost and Warner Bros. Singapore will also invite 100 children beneficiaries receiving from The Boys Brigade Sharity Gift Box to this special party, the first of its kind to be held in Singapore.

About *The Polar Express*TM

This holiday season the Academy Award-winning team of Tom Hanks and director Robert Zemeckis (*Forrest Gump*, *Cast Away*) reunite for *The Polar Express*TM, an inspiring adventure based on the beloved Caldecott Medal children's book by Chris Van Allsburg.

When a doubting young boy takes an extraordinary train ride to the North Pole, he embarks on a journey of self-discovery that shows him that the wonder of life never fades for those who believe.

Combining classic storytelling with cutting-edge filmmaking, *The Polar Express*TM debuts a highly advanced version of motion capture technology developed and tailored to meet Zemeckis' uncompromising vision and is the first feature ever to be shot entirely in this format.

Sony Pictures Imageworks, with senior visual effects supervisors Ken Ralston, a five-time Oscar winner, and Jerome Chen, a 2000 nominee, help bring this enchanting holiday story vividly to life in full CG animation through a brand new system called Performance Capture, Imageworks' next-generation motion capture process. This innovative technique allows the actors' live-action performances to drive the emotions and movements of the digital characters in a way never seen before, throwing open the door to a whole new era of freedom and creative options for actors and filmmakers.

*The Polar Express*TM, which will be distributed worldwide by Warner Bros. Pictures, a Warner Bros. Entertainment Company, opens in theatres throughout Singapore on 25 November 2004.



Singapore Post Limited
(Reg. No. 199201623M)
10 Eunos Road 8
Singapore Post Centre
Singapore 408600

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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