

For Immediate Release

**Singapore Post and Warner Bros present first-ever children's slumber party
at SingPost's Logistics Centre**

Singapore, 17 November 2004 – Singapore Post (SingPost) and Warner Bros today unveiled the location of their first children's slumber party. The party will be held at SingPost's Logistics processing centre on 27 November 2004.

The slumber party is the first party ever to be held at SingPost. It is being held as part of the unique partnership between SingPost and Warner Bros to promote the festive movie *The Polar Express*TM. In the film, elves are depicted busily sorting presents for children - a scene reminiscent of postal workers at yuletide who strive to get packages sorted and delivered to their destinations in time for Christmas.

To date, since the first movie mailers were distributed on 4 November, a few thousand postcards have been received from children and adults alike with warm festive greetings and gifts they are hoping to receive. About 150 children, as well as their parents, will be selected to come to this special Christmas slumber party to see their wishes come true.

SingPost's Logistics Centre

Located on the ground floor of Singapore Post Centre, SingPost's Logistics Centre is where thousands of documents and parcels are sorted daily for both local and international deliveries.

Guests at the party will be able to see first-hand how parcels are processed before reaching them at their homes, as well as delight in special surprises in store for them at the party.

SingPost and Warner also specially invite 100 children beneficiaries from the Boys Brigade Sharity Box to come enjoy themselves at the party.

FREE Movie collectibles

SingPost will be giving away free movie collectibles during the months of November and December 2004. In November, customers who collect eight stamps on their rewards card when they use SingPost's services will receive a 'Back-to-School Pack' containing a pencil case, letter pad, MyStamp featuring scenes from *The Polar Express*TM. In December, movie umbrellas will be given away free to customers collecting eight stamps as well. This is to tie in with SingPost's "More than you imagine" lucky draw whereby

customers will stand a chance to win a Mitsubishi Grandis for every dollar transacted at the Post Office.

Mail Order Shopping Catalogue

SingPost's mail order catalogue will also be available for perusal at all post offices, online at <http://shop.vpost.com.sg> from 18 November 2004. The catalogue, featuring some movie merchandise, electronic products and other interesting gifts, offers customers one-stop hassle-free gift-shopping, with free gift-wrapping for added festive cheer. Customers will now be able to surprise their friends and loved ones with gifts delivered right to their doorstep.

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.

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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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