

For Immediate Release

SingPost presents “An Evening with Taufik”

***SingPost’s First Music Partnership with SONY BMG MUSIC ENTERTAINMENT
and the Singapore Idol’s first showcase in Singapore***

Singapore, 18 March 2005 – Singapore Post (SingPost) has partnered record label, SONY BMG MUSIC ENTERTAINMENT to present “An Evening with Taufik” at the Kallang Theatre on 19 April 2005 from 8 to 9 pm. This marks SingPost’s first music partnership with SONY BMG and the Singapore Idol’s first showcase in Singapore.

Send Your Blessings Joint Promotion

A *Send Your Blessings* joint promotion between SingPost and SONY BMG will be organised as part of the showcase. Taufik fans can visit either the Singapore Post Centre or Killiney Road post offices between 28 March and 19 April 2005 to purchase a set of four teddy bears at \$60 net to send to their friends, family and loved ones. Each teddy bear, signifying a blessing or warm greeting, comes with a gift-tag for customers to write a personalised message and the teddy bear will be delivered by SingPost’s door-to-door delivery service to any address within Singapore of the customer’s choice.

The first 500 customers to buy a set of four teddy bears will each be given a ticket to this exclusive showcase. Tickets alone will not be for sale. In addition, 100 winners from the 500 ticket-holders will be picked in a lucky draw to be conducted on 13 April 2005 for an up-close-and-personal session with Taufik after the showcase.

First Music Artiste to be featured in MyStamp

In conjunction with the music showcase, SingPost will release a special MyStamp sheet of 20 “*1st Local*” stamps featuring two images of Taufik. This stamp release makes him the first music artiste to be featured in MyStamp. Taufik fans and collectors will be able to purchase the Taufik MyStamp sheet from 28 March 2005 onwards at all post offices. It will be on sale while stocks last at S\$15 per sheet.

“This strategic partnership between SingPost and SONY BMG is part of our continuous marketing focus to offer contemporary and delightful experiences through SingPost’s extensive network and convenient services. We join Taufik, with his inaugural *Blessings* album, in spreading the joy of giving and receiving “blessings”, and we are delighted that we are able to deliver through Speedpost these teddy-bear blessings on behalf of our customers to their family and friends. In addition, Taufik fans can look forward to adding the Taufik MyStamp Sheets to their treasured collectors’ items of Taufik,” said Ms Lynette Koh, Senior Director of Sales and Marketing, SingPost.

“We are excited to form this new strategic alliance with SingPost and we are always looking for interesting ways to bring music to a wider audience. This partnership provides the perfect platform for SONY BMG to showcase Taufik’s immense talents on stage. We hope this will be the start of a beautiful friendship with SingPost to continue our efforts to develop artistes,” said Mr Paul Khor, General Manager of Marketing, SONY BMG MUSIC ENTERTAINMENT.

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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.

About SONY BMG MUSIC ENTERTAINMENT

SONY BMG MUSIC ENTERTAINMENT is a global recorded music joint venture with a roster of current artistes that include a broad array of both local artistes and international superstar, as well as a vast catalog that comprises some of the most important recordings in history. SONY BMG MUSIC ENTERTAINMENT is 50% owned by Bertelsmann A.G. and 50% owned by Sony Corporation of America.

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