

For Immediate Release

Singapore Post Presents “Seven Wonders of the World” Game Show with over S\$100,000 worth of prizes to be won

First-ever large scale promotion organised over an integrated approach combining mail, on-site Post Offices and seven main MediaCorp Radio Stations

Singapore, 25 May 2005 – Singapore Post (SingPost) will launch a first-ever “Seven Wonders of the World” game show promotion through a fully integrated campaign involving major media channels, on-site road-shows at selected Post Offices including its own mailbox drops to over one million households. Listeners of seven of MediaCorp Radio channels will get a chance to play the “Seven Wonders of the World” Game Show over seven months starting from June 2005. Listeners stand to win over S\$100,000 worth of prizes, including monthly travel packages to the Seven Wonders of the World with the Crème de La Crème prize to visit all seven Wonders over seven years. The Seven Wonders of the World are the Leaning Tower of Pisa in Italy, The Great Wall in China, Stonehenge in the UK, Taj Mahal in India, Great Barrier Reef in Australia, Grand Canyon in USA and Great Pyramid in Giza, Egypt. These seven wonders are a combination of natural, man-made and forgotten wonders selected by SingPost.

“Seven Wonders of the World” Game Show

The “Seven Wonders of the World” Game Show comprises an on-air contest and an on-site promotion at selected post offices. *Class 95* will kick off the “Seven Wonders of the World” on-air contest on 30 May 2005, and the Game Show will move on to another radio station at the start of a new month. The other participating Radio Stations include *Capital 95.8*, *Warna 94.2*, *Perfect 10 98.7*, *Oli 96.8*, *Yes 93.3* and *Gold 90.5*.

Listeners are to mail their details (name, NRIC number and contact number) to the respective Radio Station’s *VBox* number to stand a chance of participating in the Game Show. *VBox* is a service by SingPost which enables residents to use a number to represent their address, thereby maintaining the privacy of their homes, similar to the “Caller Non-ID” service provided by telcos. Please refer to Annex A for the *VBox* number of each Radio Station and the promotion month allocated to each Radio Station.

Daily Winner

Each weekday during the promotion month, the Disc Jockey (DJ) of the respective Radio Station will call one contestant from the entries mailed to the Radio Station's *VBox*. The DJ will pose the contestant questions on SingPost's products and services and he / she will win a S\$50 shopping voucher for giving the correct answers. The prize will be snowballed into the next day's prize if the contestant gives an incorrect answer. Those contestants who have won the shopping vouchers will also stand a chance of winning a once-in-a-lifetime trip for two persons to one of the Seven Wonders of the World at the end of the month.

Monthly Winner

The on-site promotion at selected post offices will take place on the last Friday of each month. The DJ of the appointed Radio Station will qualify three SingPost customers on-site and they will be rewarded with a S\$50 shopping voucher from SingPost. These winners are also in the running with the first group of callers for the attractive travel prize to one of the Seven Wonders of the World for two persons. This prize winner will be picked on-site and the results will be announced live via MediaCorp Radio's roving report.

Grand Prize Winner

The "Seven Wonders of the World" Game Show will end on a high note with a grand finale whereby all contestants from the Radio game shows, from the on-site Post Office road shows and an additional 20 mail-ins will qualify for the grand prize of a travel trip. The lucky winner will enjoy a trip for two persons to all the Seven Wonders of the World over seven years. The lucky draw will be held in January 2006.

"We are very excited as this is the first time that an integrated marketing programme of this scale is presented to give everyone the chance to enjoy the Seven Wonders of the World. Each Wonder is an awe of nature or man, timeless and never runs stale to be discovered and re-discovered. Emulating these qualities, we would like to delight our customers with continuous discoveries of new and innovative services. With any service that SingPost provides, we remain timeless in our assurance of reliability and convenience," said Ms Lynette Koh, Senior Vice President of Sales and Marketing, SingPost.

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About Singapore Post Limited

Singapore Post (SingPost) is a household name in Singapore with strong brand recognition. It provides highly efficient mail delivery services, utilising a sophisticated distribution infrastructure and advanced mail processing technology. SingPost is the dominant provider of domestic and international mail services in Singapore, and one of the most efficient and profitable postal operators globally. SingPost also has one-stop logistics business solutions. Through its extensive retail distribution network in Singapore, it offers a comprehensive range of postal, agency and financial services.

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**For general information on SingPost, call 1605 toll-free  
or visit us at [www.singpost.com](http://www.singpost.com)**

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**Annex A: “Seven Wonders of the World” Game Show**

| <b>Month</b> | <b>Radio Station</b> | <b>VBox Number</b> | <b>Travel Prize for two persons (One of the Seven Wonders of the World)</b> |
|--------------|----------------------|--------------------|-----------------------------------------------------------------------------|
| Jun 2005     | Class 95             | VBox 888950        | Leaning Tower of Pisa, Italy                                                |
| Jul 2005     | Capital 95.8         | VBox 888958        | The Great Wall of China, China                                              |
| Aug 2005     | Warna 94.2           | VBox 888942        | Stonehenge, UK                                                              |
| Sept 2005    | Perfect 10 98.7      | VBox 888987        | Taj Mahal, India                                                            |
| Oct 2005     | Oli 96.8             | VBox 888968        | Great Barrier Reef, Australia                                               |
| Nov 2005     | Yes 93.3             | VBox 888933        | Grand Canyon, USA                                                           |
| Dec 2005     | Gold 90.5            | VBox 888905        | Great Pyramid of Giza, Egypt                                                |