

For Immediate Release

All 62 Post Offices open at 7:01am on 16th July for Harry Potter fans!

*Enjoy convenient free home-delivery
or attractive free treats when you self-collect,
on 16 July 2005, the book's international release date*

Singapore, 3 June 2005 – Customers who pre-order J.K. Rowling's 6th Harry Potter book, *Harry Potter and the Half-Blood Prince* from SingPost can enjoy attractive free treats when they self-collect at their preferred post office on 16 July 2005. This offer is in addition to the 10% savings on the hard cover book, priced at \$40.60 (Usual price \$45.10).

For all die-hard Harry Potter fans who must get their books earliest possible, all 62 post offices in Singapore will open on 7.01 am on 16 July 2005 (the book's international release date). The first 50 customers (per Post Office) who collect their confirmed order of the book on 16 July 2005 at their preferred post office as stated on the order form will enjoy free treats of either a Pizza Hut Personal Pan Hawaiian Pizza worth S\$6.90 or a MILO[®] FUZE[™] pouch worth S\$5.60.

Subsequent customers (i.e. the 51st customer onwards) will receive Pizza Hut discount vouchers and a MILO[®] FUZE[™] sachet. This gift is limited to one per customer, on a first-come-first-served basis, while stocks last.

Orders can be made now via any of the 62 Post Offices conveniently located across Singapore or via vPOST (<http://shop.vpost.com.sg>), SingPost's online bill payment and shopping portal. Customers only need to pay the discounted price of S\$40.60 per book (inclusive of GST). The usual price is S\$45.10 per book (inclusive of GST).

Harry Potter fans who wants to stay home for their book can also take up SingPost's free home-delivery of *Harry Potter and the Half-Blood Prince* and 10% savings on the book. All orders received before 9 July will be delivered by Speedpost to the door-step on 16 July 2005, the international release date. Through SingPost, Harry Potter fans can enjoy the convenience of placing their book orders at their own time and location, and they can enjoy free door-step delivery of their favourite book on the date of the international release.

“SingPost is a customer-focused company. We want to delight our customers, we can offer great deals and are flexible in meeting their needs. Besides dollar savings on the book, Harry Potter fans can enjoy the delicious treats which our kind partners, Pizza Hut and Nestle, have extended to our customers. Free delivery or free treats, it’s all about convenience and delightful experiences from SingPost. We will continually find new and innovative ways to bring value to more than 22 million customer visits to the Post Office and over 200,000 vPost users.” 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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