

For Immediate Release

Stamps For Tourists

*New personalised stamps available to visitors at Changi Airport Terminal 2
 (Departure) and Suntec Duck Tours Counter on-the-spot*



Singapore, 7 June 2005 – Singapore Post (SingPost) today officially launched a new product, the first of its kind, called MyStamp Tourists. SingPost soft-launched these unique personalised stamps catering to tourists at Changi Airport Terminal 2 (Departure) on 1 May 2005. SingPost has now partnered the Duck Tours as its first Attractions Partner to offer this souvenir to Duck Tours customers.

With the aim of promoting tourism, SingPost has also worked closely with the Singapore Tourism Board to introduce MyStamp Tourists. My Stamp Tourists, part of SingPost's MyStamp range, is a set of stamps featuring iconic Singapore attractions along with personal photos of the tourists produced on-the-spot. Purchase of MyStamp Tourists can be made instantly at Changi Airport Terminal 2 (Departure) and Suntec Duck Tours Counter. The photo-taking and printing of the stamps will be processed on-the-spot.

Customers have the option of keeping the four or five stamp strips in an A5-sized sheet as a souvenir or tearing out the stamp strips as postage for their mail or postcards. (The portion of MyStamp Tourists with "Singapore" and a face value is considered a valid postage stamp on its own.) Each sheet of four or five stamps costs S\$15 with packaged frame or folder and free souvenir envelopes.

SingPost's Executive Vice President of Postal Services and Administration, Mr William Tan Soo Hock, said: "SingPost is always looking for novel ways to make stamps more interesting, enhancing the appreciation of philately in Singapore and beyond our shores. With our MyStamp product, we believe we have found an opportunity to enable our customers to have their stamps customised to their tastes. Now, just as tourists travel the world, our new MyStamp Tourists will journey around the globe as a mini ambassador, showcasing Singapore's unique facets to people both near and far. We hope that visitors to our country will like this novel Made-in-Singapore souvenir and that their friends and family will enjoy the novelty of receiving photos of their loved ones on their mail."

In support of the launch of this product, Singapore Tourism Board's Ken Low, Acting Assistant Chief Executive (Brand & Communications), said: "MyStamp Tourists is a personalised souvenir that not only captures happy memories but is also a novel way of bringing a little unique piece of Singapore to all corners of the world. We hope friends from all over will be inspired to visit and experience Singapore once they receive this gift of a stamp."



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More information on this product is available at tel. 68456 702 or 68456 565.

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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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