



For Immediate Release

First-ever Superhero Collection Series on Limited Edition MyStamp

Singapore, 24 June 2005 – In conjunction with Twentieth Century Fox’s upcoming superhero blockbuster, FANTASTIC FOUR, SingPost will release the first-ever limited edition MyStamp sheet of 20 “1st Local” stamps featuring FANTASTIC FOUR. This is the result of a partnership between Fox and SingPost.

MyStamp is a unique service offered by SingPost for customers to personalise their stamps with their favourite photos. FANTASTIC FOUR is the first in the Superhero collection series to be featured in MyStamp. The FANTASTIC FOUR MyStamp sheets are in limited print of 1,000 sets only and fans can look forward to adding the MyStamp sheets to their treasured collectors’ items of FANTASTIC FOUR.

The FANTASTIC FOUR MyStamp sheet, priced at \$11, will be sold at all post offices from 28 June 2005. Customers can either buy the limited edition stamp sheets on its own or get it bundled with great savings and a free premium when they purchase the FANTASTIC FOUR Movie Combo Set at a special price of S\$32.50 (which consists of a FANTASTIC FOUR MyStamp sheet worth \$11, two FANTASTIC FOUR movie passes worth \$19, big popcorn and two Coke drinks worth \$6.50, and Coke Premium). The Movie Combo Set will be available at Singapore Post Centre, Killiney Post Office and all Cathay Cineplex from 28 June 2005.

The FANTASTIC FOUR limited edition MyStamp collection features the four members of the superhero team, Mr Fantastic (Reed Richards) played by Ioan Gruffudd, Invisible Woman (Susan Storm) played by Jessica Alba, The Human Torch (Johnny Storm) played by Chris Evans and The Thing (Ben Grimm) played by Michael Chiklis. FANTASTIC FOUR is based on Marvel’s longest running comic book series, which has well-earned its moniker as “The Greatest Comic in the World.”

“Twentieth Century Fox is proud to have Marvel’s ‘First Family of Superheroes’ the FANTASTIC FOUR, on this limited edition series. We are extremely excited to be the first ever superhero film to be on a local stamp. Besides raising visibility for the film, we believe that this will bring a fun element to the local collection and will be especially attractive to collectors everywhere. In the coming year, we will have other movie icons like X-Men 3, Harry Potter and Superman and we hope to add these exciting characters to the local philatelic scene,” said Mr Ng Peng Hui, Managing Director of Twentieth Century Fox.



“At SingPost, we constantly re-create and innovate our services to bring more excitement and value. We have used the current personalised stamp (MyStamp) product and added an even stronger ‘collectible’ element to it. Use it or keep it, we believe the fans of Fantastic Four and stamp collectors welcome this fresh perspective,” said Ms Lynette Koh, Senior Vice President for Sales and Marketing.

FANTASTIC FOUR opens in cinemas islandwide on 7 July 2005.

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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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