

For Immediate Release

**“FANTASTIC” Surprise with
SingPost Friday Mailbox Surprise!**

***A One Year Warner Brothers-Fox VIP Movie Pass and 100 Pairs of movie passes to
FANTASTIC FOUR up for grabs in July***

Singapore, 6 July 2005 – Following a highly successful campaign in June where overnight queues were spotted for the redemption of free return air tickets to Bangkok, more than half a million households in Singapore can now look forward to a new and attractive offer from the “SingPost Friday Mailbox Surprise!” in July. For two Fridays, 8 July and 15 July 2005, a SingPost Friday Mailbox Surprise! SingPost’s Direct Mailer (DM) will be delivered randomly to selected households weekly.

Pair of movie passes to *FANTASTIC FOUR* for first 100 persons

The first 100 persons to redeem the DM at the specified Post Office on the redemption day will receive a pair of movie passes to the blockbuster movie, *FANTASTIC FOUR*. The redemption is limited to one DM per person. No purchases are required and it is strictly on a first-come-first-served basis.

One-year movie pass to be won

Customers present on the redemption day will also stand a chance of winning a one-year Warner Brothers-Fox VIP Movie Pass. To qualify for the lucky draw, customers need to drop the completed entry form available in the DM in the lucky draw box during the morning of the redemption day. The winner will be announced on-the-spot that day.

MySAM promotion offers limited edition *FANTASTIC FOUR* watches

In addition, the first 100 customers who sign up for MySAM and present a receipt of a service using MySAM will receive a limited edition FANTASTIC FOUR Digital Watch.

MySAM is a new service by SingPost which allows customers to pay certain bills at the Self-Service Automated Machines (SAM) even if they do not have their bill statement with them. Customers simply scan their identity card at the SAM main menu page, which automatically logs them into MySAM to make their bill payments. MySAM thereby enables customers to enjoy greater convenience when paying their bills.

Postcard packs for redemption

Customers who present a receipt of a service made at a Post Office, SAM or *Speedpost* delivery service from the post office stated in their DM, will receive a limited edition FANTASTIC FOUR pack of 6 postcards, while stocks last.

Activities on Redemption Day

SingPost has specially invited the appearance of the *FANTASTIC FOUR* characters: Dr Doom, Mr Fantastic, Invisible Woman and Human Torch, on redemption day so that customers can have picture moments with them. With these memorable pictures, customers can immediately personalise them into stamps, on-the-spot.

MyStamp is a unique service offered by SingPost for customers to personalise their stamps with their favourite photos. A MyStamp sheet of 20 "*1st Local*" stamps using a single photo or multiple photos costs \$13 and \$15 respectively.

To serve customers better, selected Post Offices are opened on Sundays. In line with this recent move, the redemption day for the first two weeks of July will be on Sundays.

Ms Lynette Koh, SingPost's Senior Vice President for Sales and Marketing said: "Our message is clearly to look out for attractive offers and pleasant surprises in DMs. We have received many requests from partners and have lined up interesting rewards for all households in Singapore. So, please continue to pay attention to your mail because opening your mailboxes will never be the same again!"

- End -



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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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