

For Immediate Release

Great Movie Offers with SingPost Friday Mailbox Surprise!

A One-year supply of DVDs and 100 sets of three popular movie title DVDs up for grabs in July 2005

Singapore, 20 July 2005 – Residents in Singapore can look forward to a new set of great movie offers through the *SingPost Friday Mailbox Surprise!* promotion. For two Fridays, 22 July 2005 and 29 July 2005, a SingPost Direct Mailer (DM) will be delivered randomly to selected households weekly.

This is the third *SingPost Friday Mailbox Surprise!* promotion since it was launched on 10 June 2005. Besides benefiting residents through attractive offers such as the redemption of free return air tickets to Bangkok and free movie passes, direct mail has also demonstrated its effectiveness to businesses in promoting and creating awareness of their products and services.

A set of three popular movie title DVDs for first 100 persons

The first 100 persons to redeem the DM at the specified Post Office on the redemption day will receive a set of three randomly packed DVDs from a range of popular movie titles such as *Matrix Revisited*, *Moulin Rouge*, *Miss Congeniality 2*, *Kill Bill 2*, *X-men 2* and *Torque*. The redemption is limited to one DM per person and it is strictly on a first-come-first-served basis. Please refer to Annex A for the complete Terms and Conditions.

One-year supply of DVDs to be won

Customers who mail a lucky draw coupon found in the DM to *VBox* number, 882005, will stand a chance of winning a one-year supply of DVDs. *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.

The winner of the lucky draw will receive one movie DVD per month for a period of 12 consecutive months, starting from (and including) the month when the winner is announced. Please refer to Annex A for the complete Terms and Conditions.



Singapore Post Limited
(Reg. No. 199201623M)
10 Eunos Road 8
Singapore Post Centre
Singapore 408600

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)**

**Annex A: Terms and Conditions****Friday Mailbox Surprise!  
FREE Set of 3 movie DVDs**

1. Redemption is strictly on a first-come-first-serve basis.
2. Redemption is limited to one mailer per person above 2 years old.
3. This mailer is randomly given to selected households. Any request for the mailer at the Post Office will not be entertained.
4. More than 1 million household will receive this mailer by the end of July 2005.
5. A set of DVDs consist of 3 DVD titles, randomly packed.
6. NC16 and M18 titles will only be given to recipients aged 18 years and above.
7. DVDs are not exchangeable for other title or cash.
8. For redemption of the VideoEzy Movie Rental voucher, receipt of a minimum of \$10 must be presented at the selected Post Offices from the indicated date.
9. Redemption of the VideoEzy Movie Rental voucher is limited to one per customer, while stocks last. Terms and conditions of the voucher apply.
10. Redemption of the VideoEzy 'Rent 1, get 1 free' voucher will only be mailed upon verification of vPOST sign up. Limited to one per customer, while stocks last. Terms and condition of voucher apply.
11. VideoEzy 'Rent 1, Get 1 Free' voucher and \$10 discount off vPOSTUSA and vPOSTJAPAN shipping charges is for new vPOST members only.
12. Lucky draw coupon for the 'One Year Supply of DVDs' in the mailer must be completed and sent to us by mail by the specified date in mailer.
13. Lucky draw winner will be notified by post.
14. Lucky draw winner will receive 1 movie per month for a period of 12 consecutive months, starting from (and including) the month when the winner is announced.
15. The lucky draw prize will be given monthly; movie title will be determined by Alliance Entertainment Singapore Pte Ltd.
16. Lucky draw prize selection is final and non-negotiable.
17. Exchange of DVD will only be given for reasons of faulty product, and will only be for the same titles
18. DVDs and vouchers cannot be exchanged for cash.
19. Alliance Entertainment Singapore has the right to substitute a title with another title due to unforeseen circumstances.
20. Promotion ends when all gifts are issued.
21. Singapore Post reserves the right to amend, vary, delete or add to any of these terms and conditions from time to time without notice.