

For Immediate Release

**Free Set of Uniquely Singapore (Special Edition) Monopoly with
SingPost Friday Mailbox Surprise!**

*Customers who present a receipt of a minimum of \$10 of any Post Office, S.A.M or
Speedpost service will receive a Hasbro Premium*

Singapore, 5 August 2005 – A new set of attractive offers await residents in Singapore, all thanks to the *SingPost Friday Mailbox Surprise!* promotion. A SingPost Direct Mailer (DM) will be delivered randomly to selected households each week for two Fridays, 5 and 12 August 2005.

This is one of *SingPost's Friday Mailbox Surprise!* promotions since it was launched on 10 June 2005. In past *Friday Mailbox* promotions such as tie-ups with AirAsia and Warner Brothers, long queues formed from the early hours of the morning, as people waited in anticipation to redeem the variety of attractive offers. These ranged from free return air tickets to Bangkok, movie passes and popular movie title DVDs.

Free Set of Uniquely Singapore (Special Edition) Monopoly for first 100 visitors

In this latest promotion, the first 100 visitors to redeem the DM at the specified Post Office on the redemption day will receive a free set of the Uniquely Singapore (Special Edition) Monopoly. The redemption is limited to one DM per person per household and it is strictly on a first-come-first-served basis. Please refer to Annex A for the complete Terms and Conditions.

Hasbro Premium

Customers who present a receipt of a minimum of \$10 of any Post Office, S.A.M or Speedpost service at Bedok Central Post Office, Marine Parade Post Office, Singapore Post Centre or Tampines Central Post Office from 6 August 2005 onwards will receive a Hasbro premium (a choice of either a Hasbro Games folder or My Little Pony magnet). Redemption is on a first-come-first-serve basis while stocks last.

The same redemption will take place the following week from 13 August 2005 at Bukit Batok Central Post Office, Choa Chu Kang Central Post Office, Clementi Central Post Office and Jurong Point Post Office.

One-year supply of Hasbro Board Games for four lucky winners

In addition, residents who mail a lucky draw coupon printed on the *Friday Mailbox* direct mailer to *VBox* number, 882005, will stand a chance of winning board games. Two winners from each lucky draw on 13 August and 20 August 2005 will receive a board game from Hasbro every month for 12 months.

VBox is a service by SingPost which enables residents to use a numeric code to represent their local or overseas residential address. This not only maintains the privacy of their home address, it also saves them the hassle of having to update their family and friends on their new address when they move.

“Our *Friday Mailbox Surprise* Promotion enables residents in more than one million households in Singapore to benefit from special promotional offers received through SingPost’s Direct Mailers which are distributed widely throughout Singapore and offer one-to-one communication with target audiences. This, together with the positive response that was generated among the target audiences clearly highlights the effectiveness of the Direct Mailer as a major advertising medium,” 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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**For general information on SingPost, call 1605 toll-free  
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## Annex A: Terms and Conditions



### Friday Mailbox Surprise! FREE Special Edition Uniquely Singapore Monopoly Game

#### Terms and Conditions

1. Redemption is strictly on a first-come-first-serve basis.
2. Redemption is limited to one mailer **per person per household**.
3. Only one member from each household is eligible for the redemption. Additional members from the same household will be disqualified and will be asked to leave the queue.
4. Each person in the queue will be required to present the identification card for verification.
5. This mailer is randomly given to selected households. Any request for the mailer at the Post Office will not be entertained.
6. More than 1 million household will receive this mailer by the end of August 2005.
7. Gift is not exchangeable for other board games or cash.
8. For redemption of the Hasbro Games folder or My Little Pony magnet, receipt of a minimum of \$10 must be presented at the selected Post Offices from/on the indicated date.
9. Redemption of the Hasbro Games folder or My Little Pony magnet is limited to one per customer on a first-come-first-serve basis while stocks last.
10. Lucky draw coupon for the 'One Year Supply of Board Games' in the mailer must be completed and sent to us by mail by the specified date in mailer.
11. Lucky draw winner will be notified by post.
12. Lucky draw winner will receive 1 board game per month for a period of 12 consecutive months, starting from (and including) the month when the winner is announced.
13. The lucky draw prize will be given monthly; the board games will be determined by Hasbro Singapore.
14. Lucky draw prize selection is final and non-negotiable.

15. Exchange of board games will only be given for reasons of faulty product and will only be replaced with the same game.
16. Games cannot be exchanged for cash.
17. Hasbro Singapore has the right to substitute the prize with another game due to unforeseen circumstances.
18. Lucky draw coupon for the National Day Parade tickets must be completed and dropped with a receipt of a minimum of \$10 at Bedok Central Post Office on 6 August by 8.15am.
19. The winners will be picked and announced on the spot at 8.15am.
20. The winners must be present to claim the tickets. Another name will be picked if the first person is not present to claim the tickets.
21. Promotion ends when all gifts are issued.
22. Singapore Post reserves the right to amend, vary, delete or add to any of these terms and conditions from time to time without notice.