

For Immediate Release

***i-Dog* pre-order is exclusive to SingPost only and comes with Free Speedpost local delivery**

Exclusive Preview of i-Dog at Onyx Club for 300

Singapore, 18 August 2005 – In conjunction with Singapore’s launch of *i-Dog* – the new interactive music companion from Hasbro – Singapore Post (SingPost) is offering free local delivery of *i-Dog*, together with attractive freebies and offers when customers pre-order the latest toy cum speaker from any of the 62 Post Offices or vPOST (<http://shop.vpost.com.sg>), SingPost’s online shopping and bill payment portal.

i-Dog is a sleek and stylish, palm-size pooch that loves to listen to music and will groove to any song it hears. *i-Dog* is the latest “tech-pet” that can develop its character based on the music fed to it. Simply sit *i-Dog* at music source or plug it into the headphone jack of any hand-held music system and *i-Dog* will move and groove to the rhythm of the song.

i-Dog will be sold at \$69.90 and customers who pre-order it from SingPost between 17 August 2005 and 31 October 2005 will also receive a free Cable Organiser, an *iriver* wristband and a voucher to purchase the latest *iriver* T30 MP3 player (256 MB) at \$159. The usual price of the *iriver* T30 MP3 player is \$179. In addition, customers stand a chance of winning two *iriver* iFP-990 MP3 players (256 MB) worth \$438 in a lucky draw that will be held after the promotion. Winners will be notified by post.

SingPost Friday Mailbox Surprise! Promotion

As part of this week’s *SingPost Friday Mailbox Surprise!* Promotion, SingPost and Hasbro are throwing an exclusive preview party for the recipients of the SingPost Direct Mailer (DM). The DM will be delivered randomly to selected households on Friday, 19 August 2005 and it serves as an invitation pass to the exclusive preview of *i-Dog* at Onyx Club at One Fullerton on Saturday, 20 August 2005, from 8 pm to 10 pm. 300 guests with the DM will be admitted to the party and they will receive attractive door gifts. They also stand a chance of winning prizes such as the *i-Dog*, CD Hampers, vPOST vouchers and an *iriver* MP3 player.

Please refer to Annex A for the complete Terms and Conditions.

Free Play-Doh key-ring

Customers who present a receipt of a minimum of \$10 of any Post Office, Self-Service Automated Machine (SAM) or *Speedpost* service at Ang Mo Kio Central Post Office, Killiney Road Post Office, Lucky Plaza Post Office or Woodlands Central Post Office from 20 August 2005 will receive a free Play-Doh key-ring. Redemption is on a first-come-first-served basis while stocks last.

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

In addition, residents who mail a lucky draw coupon printed on the DM to *VBox* number, 882005 by 26 August 2006 will stand a chance of winning board games. Two winners will receive a Hasbro Board Game each month for a period of 12 consecutive 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.

“We are pleased that recipients of the *SingPost Friday Mailbox Surprise!* Mailer will get a chance to join in the preview launch event of *i-Dog*, the latest and coolest toy in town at an equally cool place – the Onyx Club. SingPost encourages brand owners and manufacturers to join in using attractive offers and discounts through direct mail, as the flexibility it provides through its extensive reach to more than one million households in Singapore and one-to-one communication allows them to get their messages across in an effective way,” said Ms Lynette Koh, Senior Vice President for 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!** **An Exclusive Invitation To Preview i-Dog At Onyx**

#### **Terms and Conditions**

1. Event will take place on Saturday, 20<sup>th</sup> August 2005 at Onyx Club from 8pm to 10pm.
2. Onyx Club is located at 1 Fullerton Road, #02-02, One Fullerton.
3. The organizers reserve the right to change the time and date of event without prior notice.
4. Entry is strictly on a first-come-first-serve basis.
5. Entry is limited to one mailer per person.
6. Only 300 people with the mailer will gain entry to the event. No admission will be allowed for those without the mailer.
7. Club entry to Onyx is limited to 18 years old and above. Identification will be required at the door.
8. Club rules and dress code apply.
9. Management reserves the right to refuse entry.
10. There will be a waiver of cover charge for entry between 8pm to 10pm only. Guest will be required to pay the normal cover charge of \$16 (ladies)/\$18 (men) after 10pm.
11. Free soft drinks will be available to guest from 8pm to 10pm only. Each guest is limited to one free soft drink.
12. Door gifts will be handed out on a first-come-first-serve basis, while stocks last. Any request or exchange of door gifts will not be entertained.
13. This mailer is randomly given to selected households. Any request for the mailer at the Post Office or Onyx will not be entertained.
14. Prizes won are not exchangeable for cash.
15. More than 1 million household will receive Friday Mailbox Surprise mailer every month.

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16. Sponsors reserve the right to substitute the prizes due to unforeseen circumstances.
17. Singapore Post reserves the right to amend, vary, delete or add to any of these terms and conditions from time to time without notice.