

*For Immediate Release*

**Your very own *MyStamp* for Free with SingPost Friday Mailbox Surprise!**

***Win great prizes from M Hotel and Canon***

**Singapore, 15 September 2005** – This coming Friday, 16 September 2005, *SingPost Friday Mailbox Surprise!* offers more than 700,000 households a chance to get their own personalised *MyStamps* for free. *MyStamp* is a unique avenue through which anyone can personalise postage stamps for keepsake or use in mailings.

Free *MyStamp* sheet and stand the chance to win a one night stay at M Hotel

The first 500 customers who mail their favourite photo with the completed form found on the SingPost Direct Mailer (DM), to *VBox* number 882005 or email to [sinstamp@singpost.com](mailto:sinstamp@singpost.com) will receive a free *MyStamp* sheet. This consists of four 1<sup>st</sup> Local stamps. On top of this, all photos received will also be in the running for the grand prize of a one night stay at M Hotel if their photo emerges tops in a “Best Photo Contest”. Customers need to email or submit their completed forms by 30 September 2005 to qualify for the contest. The winner will be notified by post. Terms and Conditions apply.

Attractive Prizes up for grabs with *MyStamp* Purchases

If customers need more *MyStamp* sheets, a special offer is now on. For the first 100 customers who purchase two *MyStamp* sheets (\$11 per sheet), they will receive a free pair of movie passes worth \$14 to the Chinese Blockbuster movie, *The Myth*, starring Jacky Chan and Tony Leung. The next 100 customers will receive a complimentary makeover worth \$108 by CoverLooks. Each *MyStamp* sheet consists of 20 1<sup>st</sup> Local stamps.

For customers who wish to purchase *MyStamp* to mail invitations or as souvenir gifts for special occasions like weddings, birthdays, graduations, etc., SingPost is giving a free *MyStamp* sheet for every purchase of five *MyStamp* sheets.

Each sheet of *MyStamp* purchased also qualifies customers for a chance to win a Canon IXUS i<sup>5</sup> camera and a Selphy printer. There are also five \$50 M Hotel buffet vouchers up for grabs. Customers need to mail the completed form found in the DM to *VBox* number 882005 by 30 September 2005 to qualify for the lucky draw. The above offers are valid till 30 September 2005 for Friday Mailbox Surprise readers only.

“As residents look forward to the special offers and discounts in their SingPost Friday Mailbox Surprise, businesses will discover the value of using direct mail,” said Ms Lynette Koh, Senior Vice President for Sales and Marketing, SingPost. “Direct Mail is an effective marketing tool to create and promote awareness of their products and services. We will continue to work with business partners to bring value-for-money deals to residents in Singapore through our direct mailers.”

*VBox* is a service by SingPost which enables residents to use a numeric code to represent their local or overseas residential address. This maintains the privacy of their home address and also saves them the hassle of having to update their family and friends on their new address when they move.

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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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