

For Immediate Release

SingPost Friday Mailbox Surprise Invites you to an Exclusive Ship Tour and High-Tea Reception

Free movie passes to watch the latest romantic movie, 'April Snow' starring Korean heartthrob Bae Yong-joon

Singapore, 29 September 2005 – Residents in Singapore can once again look forward to new exclusive treats and giveaways through *SingPost Friday Mailbox Surprise!* In celebration of Star Cruises' 12th birthday, a SingPost Direct Mailer (DM) will be delivered to more than one million households randomly on Friday, 30 September 2005.

Since the launch of *SingPost Friday Mailbox Surprise!* in July 2005, thousands of respondents have enjoyed treats and exclusive offers ranging from free air-tickets, DVDs, movie passes and *MyStamp* to specially-priced launch items with free delivery (E.g. Harry Potter books, i-dogs, Uniquely Singapore Monopoly).

Ship Tour cum High Tea for 50 pairs of lucky winners

Working with Star Cruises, SingPost brings yet another new angle to its *Friday Mailbox Surprise!* To get an invite to the ship tour cum high tea, interested residents can simply respond with an SMS (look for the details in the DM, terms and conditions apply). The promotion period is from 1 to 14 October 2005.

Fifty pairs of guests will also be treated to the screening of the exclusive behind-the-scene footages of 'April Snow', a romantic movie directed by internationally acclaimed director, Hur Jin-ho, and starring Son Ye-jin and Korean heartthrob, Bae Yong-joon, as two of the protagonists. 'April Snow' opens in all cinemas islandwide on 13 October 2005.

Win a pair of movie passes to watch the latest romantic movie, 'April Snow'

In celebration of Star Cruises' 12th birthday, the first 100 customers who present this Friday's DM when they book a Star Cruises package at the Star Cruises sales office will receive a pair of movie passes to watch the latest romantic movie, 'April Snow'.



|||| | | ||| | ||| press release ||| | |||

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

Win 2N Malacca/Kuala Lumpur Cruises (Wed) onboard SuperStar Virgo

A total of 12 2N Malacca/Kuala Lumpur Cruise (Wed) for two persons onboard the SuperStar Virgo worth \$760 each are up for grabs. Customers simply have to complete the Redemption card on the DM for bill payments and sending items through *Speedpost* at any post office by 30 November 2005 to stand a chance to win these prizes. The first 1,000 customers who complete the Redemption card will also receive an exclusive 'April Snow' clear folder.

"SingPost is delighted that the Friday *Mailbox Surprise!* has been effective in communicating and building positive relationships with more than one million households. Our partners have been overwhelmed with the success of the promotions and we will continue to bring exclusive deals and great offers to our customers," said Ms Lynette Koh, Senior Vice President for Sales and Marketing, SingPost.

- End -

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 leading 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.

~~~~~

**For general information on SingPost, call 1605 toll-free  
or visit us at [www.singpost.com](http://www.singpost.com)**