

*For Immediate Release*

***SingPost Friday Mailbox Surprise Rewards M1 Customers with  
a Free MyStamp strip  
Enjoy \$100 off M1 bills and win the latest and coolest i-Dog***

**Singapore, 14 October 2005** – It pays to be an M1 customer.

As part of the *SingPost Friday Mailbox Surprise* promotion, M1 customers paying their mobile phone bills via the *Self-Service Automated Machine (S.A.M)* or *vPOST* can stand a chance to receive a free strip of *MyStamp*. *MyStamp* is a unique SingPost service that allows customers to personalise their stamps with their favourite photos.

This offer is open to the first 3,000 customers who mail their *S.A.M* receipt or *vPOST* acknowledgement receipt dated between 14 October to 14 December 2005 and their favourite photo to *VBox* number 882005. Please refer to the enclosed direct mailer for the complete Terms and Conditions.

*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 of their new address when they move.

Enjoy \$100 off M1 bills and Win 10 i-Dogs, the latest music companion and speaker.  
In addition, 20 lucky customers will be picked from the above entries to enjoy \$100 off their M1 bills and 10 winners also stand a chance to win the latest i-Dog, by Hasbro (worth \$69.90 each). Please refer to the enclosed Direct Mailer for the complete Terms and Conditions.

These special deals are offered to M1 customers through the *SingPost Friday Mailbox Surprise* Direct Mailer (DM). It will be dropped to approximately 500,000 households over two Fridays, 14 and 21 October 2005. Many attractive deals have been offered to residents in Singapore since *SingPost Friday Mailbox Surprise's* launch on 8 June 2005. "With SingPost's ability to deliver the direct mailers to more than one million households in Singapore, residents also benefited from the many attractive deals offered via direct mail. We will continue to work with business partners to bring value-for-money deals to residents in Singapore via the direct mailers," said Ms Lynette Koh, Senior Vice President for Sales and Marketing, SingPost.



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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 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.

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