

For Immediate Release

Killiney Road Post Office transforms into Santa's House

- *First-ever Christmas Light-Up at a post office*
- *SingPost extends a helping hand to underprivileged children this Christmas*

Singapore, 8 November 2005 – This Christmas, customers walking into Killiney Road Post Office can perform their transactions in festive style. For the first time, a post office will be dressed in Christmas décor and radiance during the season of giving and receiving.

This initiative is part of SingPost's transformation from a friendly neighbourhood post office to a comprehensive one-stop shop for our customers. On the evening of 8 November 2005, Killiney Road Post Office will be lit-up and transformed into a magical country home right in the middle of the city. Families, tourists and the public can get together at the Christmas country home for photo-taking sessions and soak in the festive atmosphere.

Make a Child Smile this Christmas

In conjunction with the festive celebration, SingPost is extending a helping hand to underprivileged children this Christmas by pledging \$2 for every item sold from our Christmas catalogue which is available at all 62 post offices. A target of \$100,000 has been set for our fund-raising efforts and the proceeds will go to the 12,000 children under the care of the Singapore Children's Society.

Customers can choose from a wide range of lifestyle products ranging from household and electrical goods to toys and books for both the young and old. The Christmas catalogue will also be mail-dropped to selected households. Shoppers can alternatively check out <http://shop.vpost.com.sg> for the full range of festive gifts.

Special Grand Christmas Draw

Customers who purchase any item from our Christmas catalogue will qualify for a lucky draw. The grand prize of free flights on Jetstar Asia for one year awaits one lucky customer. The special draw will be held at SingPost's head office and the closing date for entries is 31 December 2005.

Colouring Contest: Top Prize of a trip for four persons to Hong Kong Disneyland

In addition, all children aged four to 12 years old can participate in a colouring contest with attractive prizes up for grabs. Contestants have to look out for the *SingPost Friday Mailbox Surprise* Direct Mailer which will be mail-dropped to more than one million households in Singapore in December 2005. Alternatively, the contest forms are available at all post offices from 8 November 2005.

The contestants will be divided into two age groups: four to eight years old and nine to 12 years old. The top prize and consolation prize winner from each group will enjoy a trip for four to Hong Kong Disneyland on Jetstar Asia and a one-night stay at The Fullerton respectively.

The submission deadline is 24 December 2005, 4 pm and contestants have to submit their entries at Killiney Road Post Office to receive a SingPost colouring kit as a reward for their hard work. Please refer to Annex A for the complete Terms and Conditions.

Christmas MyStamp service at Killiney Road Post Office

To help keep the tradition of sending Christmas greeting cards alive, a personalised stamp service is available for customers at Killiney Road Post Office. This unique stamp service named *MyStamp* allows customers to personalise their stamps with their favourite photos. *MyStamp* processing is done on-the-spot, thus allowing customers to send their warm wishes to their loved ones immediately.

Customers can choose from two unique Christmas *MyStamp* sheets featuring carollers and Santa with his trusty reindeer. The stamp sheets cost \$12.50 each and this is inclusive of eight greeting cards. Please see Annex B for the Christmas *MyStamp* designs.

Spreading the Christmas Cheer

Mr Lau Boon Tuan, Group CEO of SingPost said: "More than any other day, Christmas is a time of giving and sharing and the spreading of festive cheer. In that spirit, we have transformed our Killiney Road Post Office into a magical Christmas cottage right in the middle of the city! Passing motorists, tourists, Singaporeans and the underprivileged children will feel the warmth of Christmas when they pass by or walk into our post office at Killiney Road." Mr Lau added: "This Christmas light-up at Killiney Road Post Office is also our way of thanking our customers for their strong support through the years. More importantly, through our fund-raising efforts with our customers and business partners, we hope our contributions will help the children under the care of the Singapore Children's Society lead more enriching lives in the years ahead."

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Mrs Foo Pek Hong, Director of Fund Raising, Singapore Children's Society said: "We are pleased that SingPost has selected Singapore Children's Society as the beneficiary of this festive fund raising event. Children are our future and it is great that at this festive season SingPost and the public can show that they care for the less fortunate."

The Christmas light-up will be on at Killiney Road Post Office from 8 November 2005 to 31 December 2005.

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

**Annex A: Terms & Conditions for the SingPost Colouring Contest**

1. This contest is open to all children between four and 12 years old.
2. The contest is divided into two categories and each category will be judged separately.

*Category A: Four to Eight years old*

*Category B: Nine to 12 years old*

3. Limited to one entry per child.
4. Contest forms are available at all 62 post offices from 8 November 2005.
5. All entries must be submitted at any of the 62 post offices by 24 December 2005, 4.00 pm.
6. Colouring kit is redeemable only at Killiney Road Post Office, on a first-come-first-serve basis, while stocks last.
7. For the Most Creative Entry, judging will be based on creativity, originality and total presentation of the artwork.
8. Winners will be notified by post.
9. Singapore Post Limited reserves the right to draw reserve winners to replace any winner(s) subsequently found to be disqualified. Prizes must be claimed by the prize-winners in person. Prize-winners must produce identity card or passport for verification.
10. Terms and conditions of lucky draw prizes apply.
11. All gifts and prizes are neither transferable nor convertible to cash, credit or kind.
12. Prizes not claimed within two months from the notification date will be forfeited and donated to a charitable organisation. Donation to such charitable organisations will be as prize stated and non-refundable for cash or in kind.
13. Singapore Post Limited may at its discretion at any time replace or substitute any gift(s) / prize(s) with any other gift(s) / prize(s) selected by Singapore Post Limited.

14. All entries shall remain as a property of the SingPost, who reserves the right to display or use them for any advertising purposes.
15. Employees of Singapore Post Limited, Jetstar Asia, their children and appointed advertising members engaged are not eligible to participate.
16. SingPost reserves the right to amend, vary, delete or add to any of these terms and conditions from time to time without notice.

Annex B: Christmas *MyStamp* designs



