

For Immediate Release

SingPost offers more than 300 “outlets” for pre-order of *Harry Potter and the Deathly Hallows*

Opening up of Self-service Automated machines (SAM) and SAM^{PLUS} machines as a pre-order channel

Singapore, 13 April 2007 – Harry Potter fans will now be able to pre-order JK Rowling’s 7th Harry Potter book, *Harry Potter and the Deathly Hallows*, from more than SingPost’s 300 “outlets”.

Four pre-order channels, more than 300 pre-order “outlets”

SingPost brings convenience to a whole new level with the opening up of over 250 Self-service Automated Machines (SAM) and SAM^{PLUS} machines for the first time. Fans can visit any of the SAM and SAM^{PLUS} machines located across the island to pre-order the book anytime during the day or night.

They can also visit any of the 62 post offices, *vPOST*, SingPost’s internet portal, or use the mail order form delivered to residents’ mail boxes to place their orders.

Free delivery of the book at your door-step on 21 July 2007 (date of international release)

SingPost continues to bring convenience to our customers as they can skip the long queues at retail outlets and yet enjoy the story’s magic and mystery instantly. This is all thanks to the free delivery of the book at their door-step. What’s more, fans can get their books delivered on the date of international release on 21 July 2007 if they place their orders with us on or before 14 July 2007.

Self-collection at post offices

For die-hard fans who wish to personally collect their books at the earliest possible time, all 62 post offices will be opened at 7.01 am on 21 July 2007, specially for this occasion. These customers will also enjoy a free dining voucher.

10% Savings on the Hard Cover Book

In addition, fans who place their orders with SingPost will also enjoy a 10% savings on the hard cover book. This works out to a discounted price of S\$47.15 (inclusive of 5% GST) if they place their orders between 15 April 2007 and 30 June 2007. The discounted price for orders placed from 1 July 2007 is S\$48.05 (inclusive of 7% GST). The usual price is S\$52.35 and S\$53.35 (inclusive of 5% GST and 7% GST respectively).

Limited Edition Book Collector's Box

Fans can consider buying the Limited Edition Book Collector's Box in which the book is enclosed. This is sold exclusively at SingPost for only S\$52.35 (inclusive of 5% GST). The price will be S\$53.35 if pre-orders are placed from 1 July 2007 onwards, due to the 7% GST.

A Chance to Win a Trip to London for Four Persons

Fans who take up on SingPost's offer will also stand a chance to win a trip to London for four persons for every purchase made before 30 August 2007.

On the magical deals that SingPost is offering, Ms Lynette Koh, Senior Vice President of Sales and Marketing, SingPost, said: "We are excited to offer more than 300 "outlets" for customers to pre-order their books with us. We believe our promotion offers convenience and great value to Harry Potter fans who can choose to pre-order the book through our tri-channel retail network as well as through mail order. This together with the free delivery or free treats, are all about delivering delightful experiences to our customers. We will continue to bring more of such irresistible and value-for-money promotions to our customers."

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About Singapore Post Limited

Singapore Post (SingPost) is a household name in Singapore with strong brand recognition. It is the leading provider of domestic and international mail services in Singapore and one of the most efficient and profitable postal operators globally. SingPost provides highly efficient mail delivery services, employing advanced mail processing technology and a wide distribution infrastructure. SingPost also offers one-stop logistics business solutions from warehousing to fulfillment to express delivery within Singapore and throughout the world. Leveraging on its extensive and conveniently located distribution network, SingPost also offers a comprehensive range of postal, agency and financial services.

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