

*For Immediate Release*

**SingPost management joins postmen and couriers to deliver 7<sup>th</sup> Harry Potter book to customers island-wide**

*62 post offices open at 7.01 am for customers who opted for self-collection*

**Singapore, 21 July 2007** – In a clear demonstration of its commitment to its customers, SingPost’s management and staff joined its postmen and couriers to deliver J.K. Rowling’s *Harry Potter and the Deathly Hallows* to customers island-wide on the date of its international release.

This helps to enable customers to get their hands on the book as early as possible. The delivery also doubles up as a unique team-building activity and an opportunity for SingPost’s management and staff to experience a day in the life of a postman or courier.

More than 150 management and staff together with its postmen and couriers delivered the books to customers island-wide today. At the same time, post offices were specially opened from 7.01 am today for customers to collect their books. Customers who chose the self-collection option were given free dining vouchers.

These special and flexible arrangements were offered to customers so that they were able to easily obtain their favourite book through SingPost’s delivery service or wide retail network. As the leading provider of local express courier services, SingPost leveraged its delivery strength to offer free delivery of the book to those who enjoy the added convenience.

This is the second time SingPost is organising a Harry Potter promotion. It has seen a 10 per cent growth in pre-order sales between the 6<sup>th</sup> and 7<sup>th</sup> Harry Potter book.

Mr Dennis Quek, Chief Operating Officer (Logistics & eBusiness), said: “SingPost is unique as we are able to leverage our tri-channel retail network as well as mail order to offer customers the convenience of pre-ordering their books through any of these channels.”

He added: “SingPost’s management and staff as well as our postmen and couriers are delivering the books today as we believe in providing the best possible service at all levels, from the Group CEO to the postman. This is also team-building activity for us. Personally, I’m happy that the team-building activity gave me the opportunity to experience a day in the life of a courier or postman and to interact with customers directly. It also helped to build rapport among my colleagues through the planning and execution of the delivery project.”

SingPost’s promotion of *Harry Potter and the Deathly Hallows* offered customers a 10% savings on the book. It also gave customers the option of choosing between the free delivery of the books at their door-steps on the date of the book’s international release or to self collect the books at any of its 62 post offices. Customers also had the option to purchase the Limited Edition Book Collector’s Box. Customers who take up on SingPost’s offer will stand a chance to win a trip to London for four persons for every purchase made before 30 August 2007.

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### **About Singapore Post Limited**

SingPost is a trusted household name in Singapore, enjoying strong brand recognition. It is the dominant provider of domestic and international postal services, offering an efficient and high quality mail delivery service utilising a sophisticated distribution infrastructure and advanced mail processing technology. SingPost is one of the most efficient postal operators in the world. In May 2007, it made its mark in the international postal industry with its first win in the World Mail Awards for the Quality category. SingPost is also the dominant logistics provider in the domestic market, with global service offerings to more than 220 territories/countries. It has recently won the EMS Cooperative Certification Gold Level Award by the Universal Postal Union (UPU) for its Speedpost Worldwide courier service and is the only postal administration in the world to win the award for six consecutive years since 2001.

In Singapore, SingPost also owns one of the largest retail distribution networks through its tri-channel platform of post offices, Self-service Automated Machines (SAMs) and vPOST, its internet portal. With its extensive network, SingPost provides a one-stop convenience to its customers for a wide range of products and services, including agency, postal and financial services.

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