

For Immediate Release

SingPost to Launch DMrocket to Fire Up Direct Mail Users

- *New website offering hot Direct Mail tips and services*
- *Sponsorship of first local DM award to promote medium*



The screenshot shows the DMrocket website interface. At the top left is the DMrocket logo with the tagline 'Direct Mail that Delivers'. To the right, it says 'A Division of Singapore Post Limited' and provides navigation links: Home | DM Rookies | DM Hotshots | Promotions | Campaign Gallery | About Us | Press | Contact Us. The main content area features several promotional banners: 'HALL OF FAME Awards 2007 Enter Your Best DM Now!', 'The Power of Direct Mail Download Extensive and Valuable Survey Results', 'Sign-up to win 2 Business Class return tickets to Hong Kong!' (with Cathay Pacific branding), 'DM HOTSHOTS' Tool Box >find out more.', 'Seasoned DM Pros' (with an image of two professionals), 'New to DM?' (with an image of a smiling man), and 'DM ROOKIES' Starter Kit >find out more.'. At the bottom left, there is a 'Join our list' section with a 'Subscribe' button. At the bottom right, there is an 'About DMrocket' section and the Singapore Post logo with the slogan 'Yours Always Singapore POST'. The footer contains copyright information: '© 2005 Singapore Post Limited (Reg. No. 199201623M). All Rights Reserved. | Terms of Use | Privacy Policy | Site Map |'.

Get a blast from DMrocket.com’s arsenal of tools, case studies, packages and promotions!

Singapore, 23 July 2007 – SingPost, Singapore’s leading provider of Direct Mail (DM) solutions, is looking to soar to new heights for its DM services with its newly-created brand and division DMrocket, set for launch on 24 Jul 07. Its comprehensive suite of DM services will be boosted by a team of dedicated DM specialists and a new informative website on DM tools and resources. On a higher level, it is also seeking to promote greater awareness of DM in Singapore by sponsoring the first award category for DM in the Singapore Advertising Hall of Fame 2007.

Widening of Focus

SingPost currently offers a one-stop shop for DM services ranging from highly-targeted lists, creative executions, printing to response-handling and warehousing, as well letter-shopping and delivery. With the new DMrocket, in addition to being a strong player in the last-mile delivery of DMs, marketers can now plan and execute their DM campaigns with ease.

Ms Lynette Koh, SingPost's Senior Vice President of Sales and Marketing said, "We are pleased and excited to launch DMrocket, every company's best partner in planning and executing successful DM campaigns. With DMrocket, we also aim to reach out to more of the marketing community to share with them on the power of DM as an effective option for marketing – one that can achieve soaring results, as symbolised by the 'rocket' in the brand name."

New One-Stop Online Resource Centre

For this purpose, the DMrocket team is proud to announce the arrival of its new website www.dmrocket.com, the informative resource and learning online centre for all DM users. It has dedicated sections for both newcomers and seasoned professionals on useful tools and tips to guide them in starting a DM campaign. One can also surf at this website for SingPost's latest DM promotions, attractive packages, as well as samples and case studies to stay on top of the latest DM trends and ideas.

Register and Win

Customers can sign up at DMrocket.com from now for the latest DMrocket news, special promotions and tips and furthermore, will get a chance to win a pair of Cathay Pacific business class return tickets to Hong Kong. This is the first of many exciting DMrocket promotions to come for registered customers. Registration is free.

Inaugural DM Award

As part of its effort to heighten the awareness of DM in Singapore, SingPost is sponsoring the first DM award in the Singapore Advertising Hall of Fame 2007. It will be presenting the Direct Mail Campaign of the Year, which recognises the effectiveness of DM as a marketing medium. The Award is open to all creative agencies and marketing professionals. The call for entries starts from 23 Jul 07 and the Award Gala will be held at the Shangri-La Hotel on 19 Oct 07.

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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 has 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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