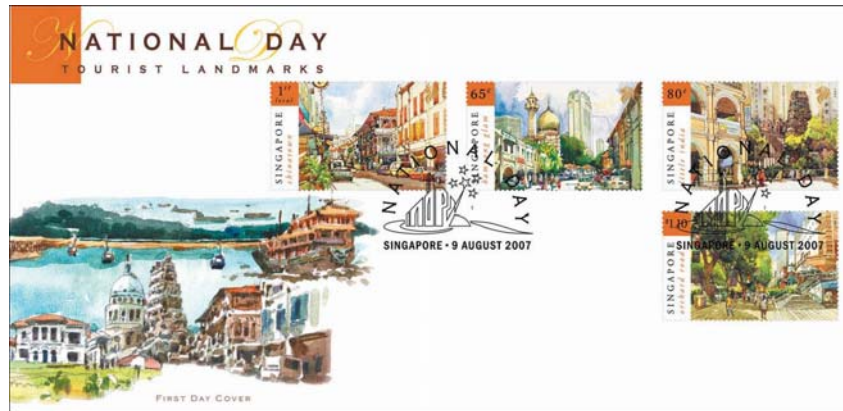


Singapore Post Limited
(Reg. No. 199201623M)
10 Eunos Road 8
Singapore Post Centre
Singapore 408600

For Immediate Release

New Stamps on Tourist Landmarks Paint Celebratory Mood of National Day



Precancelled First Day Cover (top) and Miniature Sheet (bottom)

Singapore, 7 August 2007 – Chinatown, Kampong Glam, Little India and Orchard Road, all iconic tourist landmarks of Singapore which best define the country's multi-cultural history, character and dynamism to the millions of tourists who visit each year, provide the theme for the stamp issue commemorating the nation's 42nd National Day this year.

The set of picturesque stamps which depict these popular Singapore tourist attractions is illustrated by renowned local watercolour artist Ong Kim Seng. The 1st Local (26¢) stamp features Chinatown's quaint shophouses and narrow alleyways. Next is Kampong Glam on the 65¢ stamp showing the stately Sultan Mosque standing prominently amongst shophouses rich in Malay history and culture. Little India appears on the 80¢ stamp

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which carry the colourful sights of one of its ancient Indian temples, saris and shopkeepers. Finally, the \$1.10 stamp showcases Singapore's premier shopping belt, Orchard Road, with its busy shopping centres popular with tourists and locals alike and walkways lined with lush trees. These stamps not only capture the traditional charm of each landmark, but they also celebrate the harmonious mood of the upcoming National Day.

Crowning this stamp issue is an embossed Miniature Sheet which presents the famous Singapore icon – the majestic Merlion (\$5) against the scenic Marina Bay and the Esplanade in the background. It sets the mood befittingly for National Day, as Marina Bay is where the National Day Parade will be held for the first time.

All First Day Covers for this issue will be cancelled with the NDP07 logo. They will be available at post offices at Changi Airport (Terminal 2), Killiney Road and Singapore Post Centre, and at Singapore Philatelic Museum (SPM) on 9 August. First day cancellation is only available on this day. For customers' convenience, sales of the precancelled First Day Covers will be extended to 10 August at all post offices.

Collectors can also visit SPM on 9 August from 9am to 7pm to purchase limited sets of the First Day Cover autographed by Mr Ong Kim Seng. The sales are to help raise funds for SPM's educational programmes such as exhibitions and programmes for school children.

Information and enquiries

For more information on these new stamps, please call the Singapore Philatelic Bureau at telephone numbers 1800 741 4111 (toll-free within Singapore) or 6845 6756 during office hours or visit <http://www.singpost.com> or email us at sinstamp@singpost.com.

- End -



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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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## Media Contact

Chin Ying Duan (Ms)  
Manager (Corporate Communications), SingPost  
Tel: 6845 6231, Mobile: 9623 5827  
Email: [yingduan@singpost.com](mailto:yingduan@singpost.com)

**For general information on SingPost, call 1605 toll-free  
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## ANNEX

### FACT SHEET

#### Items on Sale

| <u>Items</u>                                                     | <u>Price</u> |
|------------------------------------------------------------------|--------------|
| Complete set of stamps                                           | S\$2.81      |
| Precancelled First Day Cover affixed with complete set of stamps | S\$3.60      |
| Precancelled First Day Cover affixed with miniature sheet        | S\$5.95      |
| Presentation Pack with complete set of stamps & miniature sheet  | S\$9.95      |
| Miniature Sheet                                                  | S\$5.00      |

#### Technical Details

|                  |   |                                                  |
|------------------|---|--------------------------------------------------|
| Denominations    | : | 1 <sup>st</sup> Local, S\$0.65, S\$0.80, S\$1.10 |
| Stamp Size       | : | 44.45mm x 27.94mm                                |
| Miniature Sheet  | : | 123mm x 80mm                                     |
| Perforation      | : | 13                                               |
| Paper            | : | Unwatermarked                                    |
| Printing Process | : | Offset Lithography                               |
| Printer          | : | Secura Singapore Pte Ltd                         |
| Sheet Content    | : | 10 stamps per sheet                              |
| Artist           | : | Ong Kim Seng                                     |
| Graphic Designer | : | Sylvia S H Tan                                   |