

For Immediate Release

Charming Rat Kicks Off New Zodiac Stamp Series

Date of Issue: 18 January 2008



First Day Cover



Collectors' Sheet printed with a first-in-the-World printing technique



Designer Zodiac Hongbao

Singapore, 16 January 2008 – The highly intelligent, charming and enterprising Rat is starting a new cycle on the Chinese zodiac calendar as well as SingPost's new Zodiac Stamp Series.

Featuring a first-in-the-world unique printing technique on stamps – offset lithography with high reflective index transparent hologram with morphing effect – the special Collectors’ Sheet, on sale at \$16.80, will make a prized collectible for stamp enthusiasts. Under this special effect, one can simultaneously view the Rat and the outgoing zodiac animal, the Boar on the \$5 stamp. The \$10 stamp features the same interesting effect with the Rat and next year’s animal, the Ox.

In addition, every Collectors’ Sheet purchased comes with a free exclusive folder and a free pack of eight designer *hongbaos* featuring the Rat stamp design and the Chinese character for ‘Rat’ in several ancient styles, to get stamp collectors into the festive mood.

The Rat stamp is designed by Leo Teck Chong, who will also be the designer for the entire new Zodiac Stamp Series for the 12 zodiac animals.

All first day covers will be cancelled with a special Rat postmark. The stamp products of this issue will be on sale from 18 Jan 08 at all Post Offices as well as the Singapore Philatelic Museum. They can also be purchased on SingPost’s online shopping portal *vPOST*, <http://shop.vpost.com.sg>.

Festive Postage Rates for Lunar New Year

For the eighth consecutive year, SingPost is offering special postage rates for greeting cards posted from now till 8 Feb 08 to help spread the festive joy for the Lunar New Year.

Local postage

The festive postage rate for a greeting card of any size, shape and colour to a local address is \$0.26 (for weight of up to 20 grams) and \$0.32 (for weight of up to 40 grams), down from the usual postage rate of \$0.50 for non-standard greeting cards.

Overseas postage

The festive rate for a greeting card of up to 40 grams posted to anywhere in the world (except Malaysia and Brunei) is \$0.55. The usual rate (for up to 40 grams) ranges from \$1.15 to \$1.80 depending on the destination.

Postage rates for greeting cards posted to Malaysia and Brunei will remain at \$0.45 (for weight of up to 20 grams) and \$0.55 (for weight of up to 50 grams).



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Information and enquiries

For more information on this new stamp issue, 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

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About Singapore Post Limited

SingPost, the designated Public Postal Licensee for Singapore, provides efficient and high quality domestic and international postal services. One of the most efficient postal operators in the world, SingPost received global recognition in the World Mail Awards for the Quality category in 2007. SingPost is also the leading logistics provider in the domestic market, with global service offerings to more than 220 territories/countries. It has 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 this for six consecutive years since 2001. 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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**For general information on SingPost, call 1605 toll-free  
or visit us at [www.singpost.com](http://www.singpost.com)**

## ANNEX

The Zodiac Stamp Series products are available at all Post Offices except the Collectors' Sheet, which is only available at the following 11 Philatelic Outlets:

- 1) Changi Airport Terminal II Departure Hall Post Office
- 2) Jurong Point Post Office
- 3) Killiney Road Post Office
- 4) Change Alley Post Office
- 5) Chinatown Point Post Office
- 6) Robinson Road Post Office
- 7) Singapore Post Centre Post Office
- 8) Tanglin Post Office
- 9) Thomson Road Post Office
- 10) Toa Payoh Central Post Office
- 11) Woodlands Central Post Office

## **FACT SHEET**

### Items on Sale

| <u>Items</u>                                                      | <u>Price</u> |
|-------------------------------------------------------------------|--------------|
| First Day Cover (without stamps)                                  | S\$0.25      |
| Complete set of stamps (1 <sup>st</sup> Local, 65¢, \$1.10)       | S\$2.01      |
| Pre-cancelled First-Day Cover affixed with complete set of stamps | S\$2.75      |
| Presentation Pack                                                 | S\$3.75      |
| Collectors' Sheet (comprising of \$5 and \$10 stamps)             | S\$16.80     |

### Technical Details

|                   |   |                                                                                                                                            |
|-------------------|---|--------------------------------------------------------------------------------------------------------------------------------------------|
| Date of Issue     | : | 18 January 2008                                                                                                                            |
| Denominations     | : | 1 <sup>st</sup> Local, 65¢, S\$1.10                                                                                                        |
| Stamp Size        | : | 40mm x 30mm (1 <sup>st</sup> Local & 65¢)<br>35mm x 44.8mm (\$1.10)                                                                        |
| Collectors' sheet | : | 105mm x 65mm (\$5 & \$10)                                                                                                                  |
| Perforation       | : | 14 x 14 (1 <sup>st</sup> Local & 65¢)<br>14.25 x 14.25 (\$1.10)                                                                            |
| Paper             | : | Unwatermarked                                                                                                                              |
| Printing Process: | : | Offset Lithography (Stamps)<br>Offset Lithography with High Reflective Index transparent hologram with morphing effect (Collectors' Sheet) |
| Printer           | : | Southern Color Print (Stamps)<br>Cartor Security Printing (Collectors' Sheet)                                                              |
| Sheet Content     | : | 50 gummed-back stamps per sheet (1 <sup>st</sup> Local, 65¢ & \$1.10)<br>10 self-adhesive stamps per sheet (1 <sup>st</sup> Local)         |
| Designer          | : | Leo Teck Chong                                                                                                                             |