

*For Immediate Release*

**Lucky SAM Customer ‘Vrooms’ Away with a *Chevrolet Aveo Sedan*  
and \$10,000 Vouchers at Win@Post Carnival**



The winner, Mr Ganapathy Pillai S/O Annamalai (foreground), shaking hands with SingPost Group CEO Mr Wilson Tan in his newly-won car.

**Singapore, 9 March 2008** – SingPost’s Win@Post Carnival culminated in a much-awaited throaty car engine sound amid loud cheers of customers today! The fun-filled carnival held at Singapore Post Centre which capped off a two-month long Win@Post promotion, picked out its Grand Lucky Draw winner for a brand new car and treated hundreds of visiting customers to a free flow of sweet delights such as ice yogurt, popcorn and cotton candy as well as a magic performance by well-known local illusionist JC Sum.

Customers also took advantage of the irresistible electronic product deals on offer during the carnival only and played many action-packed games.

The Grand Lucky Draw winner was declared when the customer picked the right key to fit in the ignition of the *Chevrolet Aveo Sedan* and started up the car! Said a beaming Mr Ganapathy Pillai S/O Annamalai, 48, who also walked away with \$10,000 Best Denki vouchers: “I was over the moon when I heard the engine roar to life! I would like to thank SingPost for holding the promotion which gave me a chance of a lifetime! It was

easy to participate in its promotion as there are more than 250 Self-service Automated Machines (SAMs) and SAM<sup>PLUS</sup> islandwide, which I used to pay my bills.”

This is the second time SingPost gave away a car as the first prize in its lucky draw. Its “More Than You Imagine Lucky Draw” held three years ago also saw the first prize winner driving away with a car.

More than 558,000 participants were eligible for the promotion which ran between 29 November 2007 and 31 January 2008. To be in the running for the lucky draw, customers just had to spend \$30 and above at any of SingPost’s tri-channel retail network – post office, SAM, SAM<sup>PLUS</sup> or *vPOST* – during the promotion period. What’s more, customers who kept in touch with their family and friends with *Speedpost* or who used the *SpeedCash* service were also eligible for the promotion as long as they spent more than \$30 during the festive period.

SingPost’s quarterly direct mail order catalogue, *Shop@Post*, which made its debut during the festive season in December 2007 gave customers more reasons to shop for popular lifestyle items at the post offices or SAMs. This helped them to qualify for the promotion as well, as long as they spent \$30 and above.

On the Win@Post promotion, Mr Loh Choo Beng, SingPost’s Executive Vice President for Retail & Financial Services said: “Our post offices, SAMs and *vPOST* are part of the community network that offer easy access for customers to transact with us and qualify for the promotion. We are heartened by the more than half a million responses to the promotion and we will continue to provide relevant services to meet our customers’ needs.”

#### Corporate Social Responsibility programme

As part of its Corporate Social Responsibility programme, SingPost extended an invitation to the underprivileged children from a home. Besides spreading the cheer and joy of the Win@Post Carnival to the children, it also distributed special goodie bags for them.

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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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