

*For Immediate Release*

**Connecting You with Loved Ones this Festive Season**

*Special Postage Rate Promotion for the period covering Christmas, New Year  
& Chinese New Year (4 December 2008 to 26 January 2009)*

**Singapore, 1 December 2008** - The festive season is fast approaching and it's time to get the season greeting cards in the mail. To thank its customers for their support, Singapore Post Limited (SingPost) will be offering special postage rates for season greeting cards posted in Singapore and overseas for the period covering Christmas, New Year and Chinese New Year, which is from 4 December 2008 to 26 January 2009. This is the eighth consecutive year that SingPost is offering its customers festive postage rates for stamped and franked mail.

Mr Woo Keng Leong, SingPost's Executive Vice President of Mail Business said, "Most people prefer to receive a greeting card in the mail, irrespective of whether it is from a family member, a friend or a supplier, as it adds that personal touch. Sending a greeting card helps businesses reconnect with customers as it sends an important message that they are valued. In addition, some customers tend to display the card prominently in the office or home, prompting brand recall."

He added, "With SingPost's festive rate of S\$0.55 for a greeting card posted to anywhere in the world (except Malaysia and Brunei), customers can save between 52% and 69% depending on the destination<sup>1</sup>. Similarly, we are offering a festive postage rate for a greeting card of any size, shape or colour to a local address at S\$0.26 (for weight up to 20 grams) and S\$0.32 (for weight up to 40 grams) – a savings of 48% and 36% respectively on the usual postage rate of \$0.50 for non-standard greeting cards."

Customers can purchase stamps for their greeting cards at any of SingPost's 62 post offices and 267 Self-service Automated Machines (SAMs) islandwide.

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<sup>1</sup> The usual overseas postage rate for greeting cards (for weight up to 40 grams) ranges from S\$1.15 to S\$1.80. Postage rates for greeting cards posted to Malaysia and Brunei remain unchanged at S\$0.45 (for weight up to 20 grams) and S\$0.55 (for weight up to 50 grams).

To ensure that season greeting cards reach their recipients on time, customers are advised to:

- Post the greeting cards out early.
- Ensure the recipient's address is written clearly, correctly and completely.
- Use the correct 6-Digit Post Code.
- Always indicate the return address on the back of the envelope.
- Ensure the correct postage.
- Affix stamps on the top right-hand corner of the envelope.

#### Information

The public can visit [http://www.singpost.com/quick\\_services/quicks\\_03postal.htm](http://www.singpost.com/quick_services/quicks_03postal.htm) or call 1605 for information on postage or festive postage rates.

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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 seven 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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