

For Immediate Release

**vPOST Celebrates Festive Season with
Attractive Shopping & Shipping Discounts and a Christmas Party**

Singapore, 5 December 2008 – Bloggers in Singapore and Malaysia can celebrate Christmas with a bash at the first ever cross border blogger party in Singapore. Dubbed as one of the largest blogger parties in Singapore, the vPOST-Nuffnang Christmas party is set to create a buzz in the online community!

Invitation to the Christmas party is through a blogging contest with the theme “vPOST Makes Me V(ery)...” on Nuffnang’s platform at www.nuffnang.com.sg from 3 to 10 December 2008. As blogging and online shopping are becoming a lifestyle for many young people, this blogging contest provides a common platform for bloggers to share their online shopping experiences and tips in the cyberspace. It is jointly organised by vPOST, SingPost’s online shopping and shipping portal, and Nuffnang, Asia Pacific’s first blog advertising community.

The 100 most creative blogs will win a pair of passes to the exclusive vPOST-Nuffnang Christmas party for a roaring good fun at DXO on 20 December 2008. Top three most creative blogs will also win a pair of free air tickets with accommodation to Hong Kong, Bangkok or Kuala Lumpur. In addition, lucky draw prizes, best dressed prizes and goodie bags will also be given out at the Christmas party.

Instant Sure-Win Prizes for Online Shopping and Shipping through vPOST

To thank its customers for their support, vPOST is giving away S\$20,000 worth of instant sure-win prizes this year such as Dell Studio Laptops, X-mini Capsule Speakers, movie passes, spa vouchers and many more.

A welcome package worth S\$2,000 worth will be given to new customers when they sign up to be vPOST members at www.vpost.com.sg.

Mr Phua Ngee Teck, Vice-President of vPOST said: “It is in this spirit of giving that we are making everyone a winner. From now till 31 December 2008, customers who shop online and ship through vPOST will be rewarded instant sure-win prizes. New customers can also win fabulous prizes when they sign up as a vPOST members.”

Started off as an online portal for bill payment, vPOST ventured into online shopping in 2003 by launching vPOSTUSA and vPOSTJAPAN. Recently, it launched vPOSTEUROPE to provide greater convenience and more variety to its customers.

With over 350,000 online stores from USA, Europe and Japan including Amazon, Victoria's Secrets, Target.com, Marks and Spencer, *vPOST* customers can hop and shop in the comfort of their home with a mere click away.

Attractive Online Shopping and Shipping Discounts

In the spirit of giving at Christmas, *vPOST* has revised its shipping rates with effect from 28 October 2008 for its shipping services – *vPOSTUSA*, *vPOSTJAPAN* and *vPOSTEUROPE*.

With this revision, *vPOST* customers can enjoy 6% savings. They can also enjoy additional savings through the following shopping tips:

- *vPOST* has the lowest minimum chargeable weight in town with 500g and subsequent weight step of 100g! With *vPOST*, customers can save on the incremental cost
- Up to 20% instant discount off shipping charges with selected credit cards
- Consolidation of multiple purchases from various websites up to 14 days to save on base charges
- Zero-rated GST for a single package valued below S\$400

Annex 1 shows how a customer can save for shopping online using *vPOSTUSA*.

ANNEX 1

Shipping Service: vPOSTUSA	With effect from 28 October 08		Before	
	Base Charge S\$12.40	Variable/per kg S\$8.60	Base Charge \$13.24	Variable/per kg S\$9.16
Shipping Charges for 1 kg of purchases <i>(before discount)</i>	S\$21		S\$22.40	
10% Discount (with UOB cards only)	S\$18.90		S\$20.40	
With the price revision, there is a savings of 6% comparing with before and after price. Take advantage of the ongoing promotional discount rate e.g. 10%, 15% and 20% to save further!				
Shipping charges for 3 kg of purchases <i>(before discount)</i>	S\$38.20		S\$40.72	
20% Discount (with UOB cards only) Applicable for shipping charges for S\$40 & above	S\$30.56		S\$32.58	
15% Discount (Applies to All Payment Methods including PayPal, VISA, MASTER, eNETS, GIRO) Applicable for shipping charges for S\$40 & above	S\$32.47		S\$34.61	

Note: The above example is without consolidation. It is based on one package/parcel from one merchant. Price revision is reduced by 6% across all vPOST's three services: vPOSTUSA, vPOSTJAPAN and vPOSTEUROPE.

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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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