

For Immediate Release

## Express Your Love with “Sending My Love” *MyStamp* Letter Set

Date of Issue: 2 January 2009



*Sending My Love MyStamp Personalised Sheet*



*Sending My Love MyStamp Deco Tab Sheet*

**Singapore, 31 December 2008** – In today’s modern form of communication such as smses and emails, there is nothing to beat a hand-written love letter. In line with this fine tradition of letter writing, Singapore Post Limited (SingPost) will be releasing “Sending My Love” *MyStamp* Letter Set consisting of eight writing letters, four envelopes, a strip of sticker, and a *MyStamp* sheet in a free folder.

“Sending My Love” *MyStamp* Letter Set comes in two versions - Decorative and Personalised, priced at S\$10.50 and S\$15.50 respectively. The latter allows customers to add a personal touch by having their favourite photo on *MyStamp* sheet. For those who have purchased two or more *MyStamp* sheets, it will cost S\$12.50.

“Sending My Love” *MyStamp* Decorative Letter Set will be on sale at all 62 Post Offices from 2 January 2009 onwards while “Sending My Love” Personalised *MyStamp* Letter Set is only available at six post offices, namely Change Alley, Changi Airport (T2), Killiney Road, Singapore Post Centre, Tanglin and Thomson. Customers can personalise their stamp sheet on-the-spot at these selected post offices by simply bringing along their photo stored in a CD (jpeg format and resolution at 30mm x 20mm with 300dpi). Orders can also be made at SingPost’s online shopping portal *vPOST*, <http://shop.vpost.com.sg>.

*MyStamp* is a unique and creative stamp personalisation product by SingPost, which has featured a variety of themes including popular movies, television shows, cartoon characters, special occasions and even major sports events.

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](mailto:sinstamp@singpost.com)

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**About Singapore Post Limited**

(Reg. No. 199201623M)

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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**For general information on SingPost, call 1605 toll-free  
or visit us at [www.singpost.com](http://www.singpost.com)**