

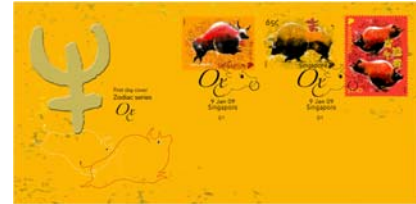
For Immediate Release

**Usher in the Lunar New Year with *OX-picious* Zodiac stamp**

Date of Issue: 9 January 2009



Complete set of stamps (S\$2.01)



Pre-cancelled First Day Cover affixed with complete set of stamps (S\$2.75)



Collectors' Sheet printed using Offset Lithography with high reflective index transparent hologram with morphing effect (S\$16.80)



Presentation Pack (S\$3.75)



Zodiac Ox Gift Set consisting of a magnetic acrylic frame with a Zodiac Ox Collector's sheet



Free designer *hongbaos* with every purchase of the Collectors' Sheet

**Singapore, 8 January 2009** - Usher in an *OX-picious* year with SingPost's Zodiac stamps series.

This year, the special Collectors' Sheet, on sale at S\$16.80, will make a prized collectible for stamp enthusiasts. A new feature has been added on top of using the first-in-the-world unique printing technique on stamps - offset lithography with high reflective index transparent hologram with morphing effect. Customers can not only get to view the Ox with next year's zodiac animal, Tiger and the outgoing zodiac animal, the Rat, they can also by tilting the stamp at a top-bottom angle, view the two auspicious Chinese words, namely "吉" (auspicious) and "福" (good fortune).

A free pack of eight designer *hongbaos* will be given for every purchase of the Collectors' Sheet.

A limited edition Zodiac Ox Gift Set consisting of a magnetic acrylic frame with a Zodiac Ox Collector's sheet with special printing technique - packed in a luscious Chinese brocade gift box and comes with a free carrier bag will also be on sale at a promotional price of S\$38.00 from 9 January to 28 February 2009. Thereafter, the gift set will be retailing at S\$45.00 and without the carrier bag. The Zodiac Ox Gift Set is only available at the 11 Philatelic Outlets.

All first day covers will be cancelled with a special Ox postmark. The stamp products of this issue will be on sale from 9 January 2009 at all the post offices and the Singapore Philatelic Museum. Orders can also be made at SingPost's online shopping portal, vPOST, <http://shop.vpost.com.sg>.

### ***Festive Postage Rates for Lunar New Year Greeting Cards***

For the eighth consecutive year, SingPost is offering its customers festive postage rates for greeting cards posted from now till 26 January 2009.

- Local postage rate for greeting cards

The festive postage rate for a greeting card of any size, shape and colour to a local address is S\$0.26 (for weight of up to 20 grams) and S\$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 rates for greeting cards

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 remain unchanged at S\$0.45 (for weight of up to 20 grams) and S\$0.55 (for weight of up to 50 grams).

### 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).

- End -

### **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.

~~~~~

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

## ANNEX 1

The Zodiac Stamp Series products, including the special Collectors' Sheet, are available at all 62 post offices and Singapore Philatelic Museum.

The special Zodiac - Ox gift set is only available for sale at the 11 Philatelic Outlets:

- 1) Changi Airport (Terminal 2) 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

### Items on Sale

### Price

|                                                                   |          |
|-------------------------------------------------------------------|----------|
| First Day Cover (without stamps)                                  | S\$0.25  |
| Complete set of stamps (S\$0.26, S\$0.65, S\$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     | : | 9 January 2009                                                                                                                             |
| Denominations     | : | 1 <sup>st</sup> Local (S\$0.26), S\$0.65, S\$1.10                                                                                          |
| Stamp Size        | : | 40mm x 30mm (1 <sup>st</sup> Local & S\$0.65)<br>35mm x 44.8mm (S\$1.10)                                                                   |
| Collectors' sheet | : | 105mm x 65mm (S\$5 & S\$10)                                                                                                                |
| Perforation       | : | 14 x 14 (1 <sup>st</sup> local and S\$0.65)<br>14.25 x 14.25 (S\$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 Colour Print (Stamps)<br>Cartor Security Printing (Collectors' Sheet)                                                             |
| Sheet Content     | : | 50 gummed-back stamps per sheet (1 <sup>st</sup> Local, S\$0.65 & S\$1.10)<br>10 self-adhesive stamps per sheet (1 <sup>st</sup> Local)    |
| Designer          | : | Leo Teck Chong                                                                                                                             |

\* Prices inclusive of prevailing GST for purchases within Singapore