

For Immediate Release

**PoWee gives tourists and locals a unique postal experience
at Singapore Changi Airport**



*PoWee, SingPost's innovative mobile post office,
brings postal service closer to both locals and tourists alike*

Singapore, 20 January 2009 – Tourists as well as locals looking to purchase postage stamps to mail their postcards to friends and loved ones can now experience a unique service at the Departure/Transit Malls of Singapore Changi Airport's Terminals 1 and 3. *PoWee*, SingPost's latest 'branch' at Changi Airport, promises to give customers a new and unique experience, blending the traditional with the new, both in service offerings and also in approach.

Offering a wide range of products and services, *PoWee* meets traditional postal needs such as philatelic products including postage stamps, *MyStamps*, postcards, stamp albums and stamp presentation gift packs. It also sells pre-paid phone cards. To cater specially to visitors to and from Singapore, a suite of attractive collectibles and souvenirs has been produced that will bring cheer and fond memories of the sunny island.

Also known as "Post-on-Wheels", these mobile post offices are driven by modern technology but operated by a Customer Service Officer clad in traditional khaki uniform reminiscent of the past. Such a personalised service is surely welcome in today's fast-paced environment where transactions are highly automated.

Two units of *PoWee* operate 18 hours per day, at two pre-determined locations within T1 and T3; each unit operates daily from 6am to 2pm and 2pm to 11pm.

Mr Lim Kim Choon, Director-General & Chief Executive Officer of CAAS said: "Singapore Changi Airport is always striving to create a unique experience for its passengers. *PoWee* is able to offer postal services to passengers in an innovative manner. Together with our other unique shops and services in the terminals, we believe that passengers at Changi Airport will be able to enjoy a more exciting and enjoyable 'Changi Experience'."

Said Mr Wilson Tan, Group Chief Executive Officer of SingPost: "With the introduction of *PoWee*, we hope to give our postal service customers a unique and more appealing experience while enhancing the convenience factor. Additionally, tourists at the Changi Airport's Terminals 1 and 3 will be delighted with the exclusive merchandise available at *PoWee*."

SingPost has been transforming and re-purposing several of its post offices in the past months, providing for a more integrated and enhanced customer experience. Its Tanglin Post Office now integrates with a retail mall while its Killiney Post Office will soon offer diners a trendy F&B outlet to chill out in. Over at its Alexandra Post Office, young families patronising the child care centre integrated therein can make use of the post office services with greater ease. The innovative *PoWee* joins SingPost's current network of 62 brick-and-mortar post offices, 269 self-service post offices, better known as SAMs or Self-service Automated Machines as well as its virtual post office, *vPOST*.

- End -

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 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**

**Exclusive Merchandise on Sale at Post-on-Wheels**



PoWee Coffee Mug @ S\$7.90  
- Let the cheery mascot design light up your day



PoWee Saving Box @ S\$6.90  
- A traditional tin can box with a lid



PoWee Magnet Photo Frame @ S\$5.90  
- Insert your loved ones' picture into the frame



PoWee Souvenir Key Chain @ S\$3.50  
- A little cute PoWee dangling to delight