



For Immediate Release

SINGPOST IS OFFICIAL POSTAL SERVICES SPONSOR FOR SINGAPORE 2010 YOUTH OLYMPIC GAMES

Singapore, 6 January 2010 – Singapore Post Limited (SingPost) and the Singapore Youth Olympic Games Organising Committee (SYOGOC) are proud to announce that SingPost is the Official Postal Services Sponsor for the Singapore 2010 Youth Olympic Games (Singapore 2010). To mark the occasion, SingPost is launching a youth-themed campaign called “Express Yourself” centering around the Youth Olympic Games (YOG).

As the Official Postal Services Sponsor, SingPost will provide local and overseas delivery of the Games tickets via registered article and media spaces for the Singapore 2010, as well as sell Singapore 2010 merchandise through selected post offices and its online portal, vPOST (www.singapore2010.sg/store).

“We want to enhance and elevate the sporting culture for youth. SingPost’s extensive network and global service offerings will add valuable mileage to the organising committee. We welcome the youth-themed campaign that SingPost is launching today as it will generate more buzz and excitement among the local and international communities,” said Mr Goh Kee Nguan, Chief Executive Officer of SYOGOC.

“We are delighted to come on board as a sponsor for Singapore 2010,” said Mr Wilson Tan, Group Chief Executive Officer of SingPost. “SingPost is an integral part of Singaporeans’ lives, and this is in keeping with our efforts to connect with the community we serve, particularly the youth. Through this partnership, we hope to contribute to the success of the Games.”

“Express Yourself” Campaign

In conjunction with the Singapore 2010 sponsorship, SingPost is launching a youth-themed campaign called “Express Yourself”.

The campaign took off on a bold and daring note with the Inkman, a graffiti artist, spray painting on six posting boxes over the New Year period. Conceived as a viral marketing effort, the graffiti act has seen some members of the public taking pictures, posting them online and generating significant interest.

STAMP 02

The Inkman's work of graffiti was a lead in to the STAMP 02 event which will transform 40 selected posting boxes into canvas for paintings. STAMP 02 is a sequel to the STAMP event held in 2007 which ushered in Singapore's and probably the world's first posting box public art competition. It seeks to promote positive expression in a controlled manner and inspire creative talent.

STAMP 02 will mark Singapore's hosting of the first Youth Olympic Games with the theme "Sports and the City". Aimed at highlighting the sporting landscape and bringing art and design closer to both the local community and the global sports fraternity, members of the public and institutions are invited to submit their designs for the posting boxes from now till 19 February 2010. Only those who reside in Singapore and are able to paint the posting box during the stipulated painting period are eligible to participate in the competition.

The top 40 designs will be announced on 6 March 2010, and the painting of the posting boxes will take place over three weekends in the vicinity of Singapore 2010 sports competition venues.

The public can catch a glimpse of these 40 designs and cast their votes via *vPOST* website from 29 March to 10 May 2010. Artists of the two designs receiving the highest votes will each win prizes worth S\$5,000, while artists of the next eight highest voted designs will each win prizes worth S\$500.

For more information on STAMP 02, please visit www.stamp02.sg.



From left: Mr Wilson Tan, Group Chief Executive Officer, SingPost & Mr Goh Kee Nguan, Chief Executive Officer, SYOGOC

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About Singapore 2010 – Blazing the Trail

Singapore will be hosting the inaugural Youth Olympic Games (YOG) from 14 to 26 August 2010. The Singapore 2010 Youth Olympic Games will receive some 5,000 athletes and officials from the 205 National Olympic Committees (NOCs), along with an estimated 1,200 media representatives, 20,000 local and international volunteers, and more than 500,000 spectators. Young athletes - aged between 14 and 18 years - will compete in 26 sports and take part in a Culture and Education Programme.

The Singapore 2010 Youth Olympic Games aims to inspire youth around the world to embrace, embody and express the Olympic values of Excellence, Friendship and Respect. It will create a lasting sports, culture and education legacy for Singapore and youths from around the world, as well as enhance and elevate the sporting culture locally and regionally.

For more information, please visit www.singapore2010.sg

About Singapore Post Limited

(Reg. No. 199201623M)

SingPost, the designated Public Postal Licensee for Singapore, offers reliable and high quality domestic and international postal services as well as end-to-end mail solutions including data printing, letter-shopping, delivery and mailroom management. It is also the leading logistics provider in the domestic market, with global service offerings to more than 220 territories/countries. SingPost has earned the honour of being the only postal company to have won the EMS Cooperative Certification Gold Level Award by the Universal Postal Union (UPU) for its Speedpost Worldwide service for eight consecutive years since 2001. As the owner of one of the largest retail distribution networks through its tri-channel platform of post offices, Self-service Automated Machines (SAM) and vPOST, its internet portal, SingPost provides convenience to its customers for a wide range of products and services, including agency, postal and financial services. SingPost's regional footprint spans 10 countries/territories in Asia Pacific where it offers cross-border mail services.

For general information on SingPost, call 1605 toll-free or visit www.singpost.com.

Jointly issued by:

**Singapore Youth Olympic Games Organising Committee and
Singapore Post**