

For Immediate Release

Best-loved icons of Singapore Botanic Gardens commemorated on New Destination Singapore Postage Labels

Date of Issue: 22 February 2010



Destination Singapore Postage Label



Souvenir Cover (Priced at \$0.25)

Singapore, 22 February 2010 - A new postage label, 'Destination Singapore' depicting the Singapore Botanic Gardens, a revered horticultural masterpiece and one of the favourite places of interests in Singapore, will be issued today by Singapore Post Limited (SingPost). It will feature the Singapore Botanic Gardens' best-loved icons, including Swan Lake, the Girl on the Swing sculpture, and the visitor centre.

The 'Destination Singapore' postage label is the 12th postage label in series capturing the different facets of Singapore. The first postage label, 'Telecom' was issued in 1988. Past postage label series include 'Three Lion Heads' (1989), 'Fullerton Building' (1990), 'Haw Par Villa' (1991), 'Trishaw' (1992), 'Singapore Skyline' (1994), 'Orchid' (1995), 'Sunny Singapore' (1997), 'Healthy Living' (2000), 'Tourist Attractions' (2003) and 'Garden City' (2007).

The 'Destination Singapore' postage label is only available at two Self-Service Automated Machines (SAMs) located in Singapore Post Centre Post Office.

From 24 February onwards, public can purchase the 'Destination Singapore' postage label at the SAMs located in the Philatelic Post Offices, that is Changi Airport, Change Alley, Chinatown Point, Jurong Point, Killiney Road, Robinson Road, Tanglin, Thomson Road, Toa Payoh Central and Woodlands Central. It will be progressively introduced at all SAMs from 1 March 2010. About 300 SAMs are strategically located islandwide.

There are 16 predetermined denominations: 5 cents, 10 cents, 20 cents, 1st Local (i.e. 26 cents), 30 cents, 2nd Local (i.e. 32 cents), 45 cents, 50 cents, 55 cents, 65 cents, 80 cents, \$1, \$1.10, \$2, \$5 and \$10. Another 2 denominations 1 cent and 2 cents will be available as change only from the machine. The format of denomination printed for 'direct purchase' of postage labels' is expressed as '¢' whereas for the labels purchased with the 'weigh and purchase mode' the denomination is expressed as '\$0.00'.

Collectors who wish to have their labels postmarked on 22 February 2010 can purchase them at the SAMs in the Singapore Post Centre Post Office. Advance order is also available. Simply contact 1605 or visit <http://www.singpost.com> or email us at sinstamp@singpost.com for more information.

- End -

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 us at [www.singpost.com](http://www.singpost.com)**

**ANNEX 1****Items on Sale****Price**

|                                                                                                                              |           |
|------------------------------------------------------------------------------------------------------------------------------|-----------|
| Complete set of postage labels (comprising all the 16 denominations)                                                         | S\$23.28* |
| Souvenir cover affixed with a \$2, 30¢ and 1st Local postage labels and cancelled with Singapore Philatelic Bureau datestamp | S\$3.35*  |
| Souvenir cover                                                                                                               | S\$0.25   |

**Technical Details**

|                  |   |                                                                                                                                                                              |
|------------------|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Date of Issue    | : | 22 February 2010 – Singapore Post Centre<br>24 February 2010 – 11 Philatelic Outlets<br>1 March 2010 – Progressively at all SAMs                                             |
| Denominations    | : | 5 cents, 10 cents, 20 cents, 1 <sup>st</sup> Local, 30 cents, 2 <sup>nd</sup> Local,<br>45 cents, 50 cents, 55 cents, 65 cents, 80 cents, \$1, \$1.10,<br>\$2, \$5 and \$10. |
| Stamp Size       | : | 49mm x 26mm                                                                                                                                                                  |
| Printing Process | : | Direct thermal printing technologies                                                                                                                                         |
| Designer         | : | Eng Siak Loy                                                                                                                                                                 |

\* Prices inclusive of prevailing GST for purchases within Singapore