

For Immediate Release

Discover the beauty of butterflies in this new stamp issue

Date of Issue: 21 April 2010



Complete set of Butterflies stamp issue (Price: S\$4.16)



Pre-cancelled First Day Cover affixed with complete set of stamps (Price: S\$5.05)



Self-Adhesive Stamp Booklet (S\$2.55)



Presentation Pack (S\$6.05)

Singapore, 20 April 2010 – Nature lovers and stamp collectors will flutter with excitement when they see the new stamp issue from Singapore Post Limited (SingPost): *Butterflies*.

This colourful new stamp issue beautifully illustrates four butterfly species that can be found in Singapore, namely the Common Birdwing (1st local), the Tailed Jay (S\$0.80), the Common Posy (S\$1.10) and the Blue Glassy Tiger (S\$2).

This stamp issue precludes the upcoming Butterfly Trail at Orchard Road which is billed as the first of its kind in the world. Spearheaded by the Nature Society (Singapore) and supported by

the National Parks Board and Singapore Environment Council, this 4-km long trail will start from the gates of the Botanic Gardens to the Fort Canning Park via Orchard Road. Visitors will get a specially produced map that will guide them to the butterfly hot spots, enabling them to enjoy a closer look of the stunning beauty and colour of exotic butterflies. For more information on this trail, please visit its official website, http://www.butterflytrail.sg/Butterfly_Trail/Trail.html.

Butterflies Stamp Issue

This stamp issue vividly illustrates the butterflies in their larval caterpillar stage and their metamorphosis into a colourful winged adult form. Apart from the four stamps in this issue, SingPost is also releasing the Pre-cancelled First Day Cover affixed with the complete set of stamps and the Presentation Pack which are priced at S\$5.05 and S\$6.05 respectively. Public can also purchase self-adhesive stamp booklets at S\$2.55 each.

All the stamp products of this issue will be on sale from 21 April 2010 at all post offices and the Singapore Philatelic Museum. Orders can also be made at SingPost's online shopping portal, vPOST, at <http://shop.vpost.com.sg>.

Nature Series - Butterflies Promotional Bundle



SingPost will also be releasing a special promotional bundle which consists of a Nature Series – Butterflies First-Day Cover affixed with stamps, Presentation Pack and a Field Guide produced by the Nature Society (Singapore) that features 140 species of butterflies found in Singapore.

Priced at S\$15.00, it will be on sale at four selected Post Offices namely Singapore Post Centre, Tanglin, Toa Payoh Central and Changi Airport.

Information and enquiries

For more information on this new stamp issue, please contact 1605 or visit <http://www.singpost.com>.



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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 nine 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.

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

**ANNEX 1**

| <b><u>Items on Sale</u></b>                                       | <b><u>Price</u></b> |
|-------------------------------------------------------------------|---------------------|
| First Day Cover (without stamps)                                  | S\$0.25*            |
| Complete set of stamps                                            | S\$4.16             |
| 1 <sup>st</sup> local self-adhesive stamp booklet                 | S\$2.55             |
| Pre-cancelled First Day Cover affixed with complete set of stamps | S\$5.05*            |
| Presentation Pack                                                 | S\$6.05*            |

**Technical Details**

|                             |   |                                            |
|-----------------------------|---|--------------------------------------------|
| Date of Issue               | : | 21 April 2010                              |
| Denominations               | : | 1 <sup>st</sup> local, 80¢, \$1.10, \$2.00 |
| Stamp Size                  | : | 40mm x 30mm                                |
| Self-adhesive Stamp Booklet | : | 90mm x 70mm                                |
| Perforation                 | : | 14                                         |
| Paper                       | : | Unwatermarked                              |
| Printing Process            | : | Offset Lithography with metal FX effect    |
| Printer                     | : | Southern Colour Print                      |
| Sheet Content               | : | 10 stamps per sheet                        |
| Designer                    | : | Nicodemus Loh F C                          |

\* Prices inclusive of prevailing GST for purchases within Singapore.