

For Immediate Release

Tropical Flowering Plants Blossom on New Definitive Stamps

Date of Issue: 23 June 2010



Complete set of stamp (Price: S\$0.58)



Pre-cancelled First Day Cover affixed with complete set of stamps (Price: S\$1.25)

Singapore, 21 June 2010 - Whatever the occasion, you can always send flowers through the mail with beautiful stamps featuring colourful images of the Simloh Air (*Dillenia suffruticosa*) and the Singapore Rhododendron (*Melastoma malabathricum*).

The distinctive Simloh Air (*Dillenia suffruticosa*) grows vigorously on eroded soil, wasteland, forest edges and swampy areas. Simloh Air has large leaves and large yellow flowers. Its flowers last only a day. The thin layer of red flesh surrounding the seeds is irresistible to birds which help to disperse the seeds.

The Singapore Rhododendron (*Melastoma malabathricum*) is a common plant in Singapore. It has beautiful light pink-purple flowers that last only one day. The seeds of this plant are dispersed mainly by birds that feed on its rather sweet fruits. The Singapore Rhododendron is the host plant to caterpillars of the butterfly species such as the Common Sailor (*Neptis hylas*) and the Grey Count (*Tanaecia lepidea*).

These two new stamps, the Simpoh Air (*Dillenia suffruticosa*) and the Singapore Rhododendron (*Melastoma malabathricum*) with the value of 1st Local (26¢) and 2nd Local (32¢) respectively are part of the 2007 Flora & Fauna Definitive stamp series.

The 2007 Flora & Fauna Definitive stamp series provides SingPost with an opportunity to showcase the amazing diversity and beauty of the flora and fauna that exist in Singapore even today. The first edition of the 2007 Flora & Fauna Definitive stamp series issued in 2007 captured 14 Flora and Fauna including the Frangipanni and the Torch Ginger while the second edition released in 2009 showcased two flowering plants commonly found around the island - the Blue Pea Vine and the Pigeon Orchid.

The 2007 Flora & Fauna Definitive stamp series is designed by Mr Wong Wui Kong. Wui Kong's previous stamp designs for SingPost include 'Night Creatures' (2003), '200th Anniversary Celebrations of Hans Christian Andersen' (2005) and 'Know 10 Trees' (2010).

Products on Sale

SingPost is also releasing the Pre-cancelled First Day Cover affixed with the complete set of stamps and the Presentation Pack priced at S\$1.25 and S\$2.20 respectively. Public can also purchase self-adhesive stamp booklets (10 stamps) at S\$2.55 each¹ and self-adhesive stamp sheetlets (20 stamps) at S\$5.10 each.

All the stamp products of this issue will be on sale from 23 June 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>.

Information and enquiries

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

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¹ SingPost is offering a S\$0.15 discount for 5.5 million 1st local stamp booklets/stamp sheets of 10 effective 15 May 2010.



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. For more information, log on to: www.singpost.com.

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**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\$0.58              |
| Pre-cancelled First Day Cover affixed with complete set of stamps | S\$1.25*             |
| Presentation Pack                                                 | S\$2.20*             |
| Self-adhesive Stamp Booklet (1 <sup>st</sup> local x 10 stamps)   | S\$2.55 <sup>+</sup> |
| Self-adhesive Stamp Sheetlet (1 <sup>st</sup> local x 20 stamps)  | S\$5.10              |

**Technical Details**

|                              |   |                                              |
|------------------------------|---|----------------------------------------------|
| Date of Issue                | : | 23 June 2010                                 |
| Denominations                | : | 1 <sup>st</sup> local, 2 <sup>nd</sup> local |
| Stamp Size                   | : | 30mm x 27.14mm                               |
| Self-adhesive Stamp Booklet  | : | 70mm x 60mm                                  |
| Self-adhesive Stamp Sheetlet | : | 160mm x 155mm                                |
| Perforation                  | : | 14                                           |
| Paper                        | : | Unwatermarked                                |
| Printing Process             | : | Offset Lithography                           |
| Printer                      | : | Southern Colour Print                        |
| Sheet Content                | : | 50 stamps                                    |
| Designer                     | : | Wong Wui Kong                                |

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

<sup>+</sup> SingPost is offering a S\$0.15 discount for 5.5 million 1<sup>st</sup> local stamp booklets/stamp sheets of 10 effective 15 May 2010.