

For Immediate Release

DMrocket bagged 'Local Hero' award for the third consecutive year



Singapore, 24 June 2010 - DMrocket, a direct mail division of SingPost, has picked up two trophies at this year's Marketing Magazine Agency of the Year Awards. It bagged 'Local Hero' and Silver awards in the Direct Marketing Agency category.

This is the third consecutive year that DMrocket clinched the 'Local Hero' award, and took the Silver award in the Direct Marketing Agency category for the second time in three years.

Mr Steve Ng, Vice President (Marketing), SingPost, said, "DMrocket's success is driven by strong client relationships and its focus on achieving real, measurable results. We're thrilled to win the 'Local Hero' and the Silver awards, as they recognise our efforts to continuously deliver innovative direct mail solutions to help marketers boost their business."

The results of the awards were based entirely on a survey of client marketers in Singapore. Organised by Marketing Magazine, Singapore's leading source of advertising and marketing industry information, close to 10,000 marketing and advertising professionals were asked which top three agencies they would most likely engage in the key areas of marketing services.

Clients credit DMrocket's reach for substantially improving their marketing campaigns. Ms Angeline Tan, Assistant Brand Manager of Friesland (Singapore) Pte Ltd said, "Direct Mail ensures that consumers are regularly updated on Dutch Lady and Friso's latest promotions and products. Direct mail drops have increased our OTS (Opportunity-To-See) tremendously, translating into more sales for both brands."

Another client, Ms Agatha Yap, Director of Marketing of McDonald's Singapore stated, "We have adopted SingPost's direct mail and other communication services since 2006 as part of our strategic intent to speak to Singaporeans and for SingPost's ability to help us deliver our McDelivery menu into homes here in Singapore!"



DMrocket, Asia's specialist Direct Mail shop, offers one-stop solutions from highly targeted lists, database management, printing and response handling right through to warehousing, letter shopping and delivery.

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

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