

For Immediate Release

Things Box surprises 5,000 consumers with attractive gifts
- with Things Box, you never know what you are going to get



Singapore, 19 July 2010 - DMrocket, a direct mail division of SingPost, has produced a direct mail pack branded as Things Box with the tagline, "surprises for grabs", to make direct mail more attractive. Each issue of Things Box promises something surprising.

Things Box distributed on a limited basis to selected subscribers is a box of assorted items from multiple consumer organisations.

Mr Steve Ng, Vice President (Marketing) of SingPost said, "Marketers are always looking for new ways to build brand awareness for their products. Things Box, a creative direct mail initiative of SingPost, provides another innovative and refreshing approach to direct mail, helping customers to reach their targeted audience. It is a box full of interesting things that recipients can play with, read or use as decorative displays. Our message is clearly to look out for pleasant surprises in Things Box."

In the inaugural Things Box, 5,000 subscribers who fit the pre-determined demographics will receive a limited edition magnet, a hamburger designed stress ball, a miniature herbs sample, a fan, a platinum beauty salon membership card, and cosmetic samples from 13 July to 26 July 2010.

The 2nd Things Box is expected to be released in December 2010. Customers who wish to receive the Things Box can sign up via our website, www.singpost.com/thingsbox. Registration is one-time and it is free.

Things Box joins our suite of other creative direct mail initiatives such as DMrocket Purse DM and DMrocket sampling package.

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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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