

For Immediate Release

SingPost Offers Hello Kitty Fans Opportunity to Win a Trip for Two to Tokyo, Puroland worth S\$6,000

Hello Kitty and Friends celebrate Sanrio's 50th Anniversary at Singapore Post

Date of Issue: 30 September 2010



Hello Kitty & Friends MyStamp Collection consisting of four sheets of MyStamp, four pieces of Birthday invite cards, eight pieces of A6 envelopes, four sheets of letterpad paper and 1 sheet of sticker.
(Price: S\$59.90)



Hello Kitty & Friends Laptop Bag
(Price: S\$45.00)



Special Bundle Set (Price: S\$95.00)

Singapore, 30 September 2010 - Beginning today, in conjunction with the release of the new Hello Kitty & Friends *MyStamp* collection, customers who purchase \$50 and above on Hello Kitty & Friends merchandise can participate in a lucky draw to win a trip for two to Tokyo, Puroland worth S\$6,000. The Lucky Draw period is from 30 September to 30 November 2010, and the draw date, 20 December 2010

Singapore Post Limited (SingPost) is releasing a new Hello Kitty & Friends *MyStamp* collection, Hello Kitty & Friends Laptop Bag and a Special Bundle pack in celebration of Sanrio's 50th Anniversary.

Hello Kitty & Friends *MyStamp* Collection

The Hello Kitty & Friends *MyStamp* Collection, priced at S\$59.90, features Hello Kitty and other famous characters of Sanrio's family - My Melody, Kuromi, Badtz-maru, Cinnamoroll and Little Twin Stars. It contains four sheets of *MyStamp* featuring the Sanrio family celebrating Sanrio's 50th Anniversary, four pieces of Birthday invite cards, eight pieces of A6 envelopes, four sheets of letterpad paper and 1 sheet of sticker.

This collection is encased in a hard cover album, and is available for sale from 30 September 2010 onwards at all post offices including *PoWee*, SingPost's mobile post office operating in Terminals 1 and 3. Orders can also be made at SingPost's online shopping portal *vPOST*, <http://shop.vpost.com.sg>.

Hello Kitty & Friends Laptop Bag and Special Bundle pack

Priced at S\$45, the Hello Kitty & Friends Laptop Bag measuring 36cm by 28cm is able to fit a 13-inch laptop comfortably.

Customers can also purchase the Special Bundle pack that comes in a plastic box, enclosed with the Hello Kitty *MyStamp* Collection together with the Hello Kitty laptop bag at a special bundled price of S\$95.

Both Hello Kitty & Friends Laptop Bag and Special Bundle pack will only be available for sale from 29 October 2010 onwards. Customers are encouraged to pre-order these two items via <http://shop.vpost.com.sg> or at all post offices using the order form.

Information and enquiries

MyStamp is a unique and creative stamp personalisation product by SingPost, which has featured a variety of themes including popular movies, television shows, cartoon characters, special occasions and even major sports events.

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)

Singapore Post Limited (SingPost) is a leading provider of mail, logistics and retail solutions in Singapore and the Asia Pacific region.

It is the designated Public Postal Licensee (PPL) for Singapore providing domestic and international postal services as well as end-to-end mail solutions such as data printing, letter-shopping, delivery and mailroom management.

As a logistics provider, SingPost offers domestic and international door-to-door delivery services, including express delivery (*Speedpost*) along with warehousing, fulfilment and distribution services.

SingPost owns one of the largest retail distribution networks in Singapore with its extensive tri-channel network of over 60 post offices, 300-odd Self-service Automated Machines (*SAM*) and the online shopping and shipping portal *vPOST*.

SingPost was listed on the Main Board of the SGX-ST on 13 May 2003. The company has won many awards and accolades. It is the only postal company in the world to have won the Express Mail Service (EMS) Cooperative Certification Gold Level Award by the Universal Postal Union for its *Speedpost* Worldwide Courier Service for nine consecutive years since 2001. It was also named runner-up in the "Most Transparent Company Award 2009" for the third time at the SIAS Investors' Choice Awards. For further information, please visit www.singpost.com.

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