

For Immediate Release

A Celebration of Culture and Heritage - Festivals 2012 Stamp Issue

You can also send Deepavali greetings to your loved ones abroad for just S\$0.55 with SingPost's Festive Postage Rates



A Complete Set of Stamps (S\$3.24)

Singapore, 16 October 2012 - Singapore's rich and vibrant multi-cultural heritage is best reflected in the many colourful festivals celebrated throughout the year. The four main festivals celebrated in Singapore - Chinese New Year, Christmas, Deepavali and Hari Raya Puasa - are beautifully featured with various festive elements and traditional motifs within the frame of this new set of Festivals 2012 stamp issue. SingPost releases stamps on Singapore festivals every two years, with the last issue in 2010.

1. Festivals Stamp Issue

- Chinese New Year (1st Local & 55c stamps)

Chinese New Year marks the start of a New Year in the Chinese lunar calendar. It is an important festival as it is a time to reaffirm family and kinship ties. Reunion dinners and visitations among relatives and friends are celebrated over a period of 15 days starting from the first day of the first month of the lunar calendar. Houses are gaily decorated and there are many lion dance performances to drive away evil and bring good fortune.

- Hari Raya Puasa (1st Local & 55¢ stamps)

Hari Raya Puasa or Hari Raya Aidilfitri marks the end of the fasting month of Ramadan. It is a time of forgiveness as well as a time for strengthening of bonds. Homes are brightly decorated with oil lamps and festive goodies are served during the festive gatherings with family and friends on this day.

- Deepavali (1st Local & 55¢ stamps)

Deepavali or "The Festival of Lights" celebrates the victory of good over evil. It is believed that the souls of departed relatives descend to earth during this festival, and oil lamps are lit to guide them. Like the Chinese and Muslim New Year festivals, it is celebrated with 'open-house' visits among friends of all races.

- Christmas (1st Local & 55¢ stamps)

25 December is a special date for all around the world. Not just it being a Christian festival commemorating the birth of Jesus Christ, whom Christians believe to be the Messiah and Saviour, but also a season of giving. In Singapore, gifts are not only exchanged between family members but also between friends and at special corporate Christmas parties.

Products on Sale

In conjunction with this stamp issue, a Collector's Sheet (S\$8.00) will be released. Other products include a Pre-Cancelled First Day Cover affixed with the complete set of stamps (S\$4.10), a Presentation Pack with complete set of stamps (S\$5.05), and a Self-adhesive Stamp Booklet (S\$2.55).

All stamp products of this issue will be on sale from 17 October 2012 at all post offices and the Singapore Philatelic Museum. Orders can also be made at SingPost's online shopping portal, *vPOST*, <http://shop.vpost.com.sg>. Please refer to Annex 1 for more information.

2. Festive Postage Rates for Deepavali Greeting Cards

In the spirit of Deepavali festive celebrations, SingPost will be offering special postage rates for festive greeting cards¹ posted in Singapore and overseas from 23 October to 13 November 2012. This is the 11th year that SingPost is offering festive postage rates for its customers.

¹ Festive postage rates are only applicable to stamped and franked mail.

- Local delivery of greeting cards

SingPost's festive rate for a greeting card of any size, shape or colour to a local address is S\$0.26 (for weight up to 20g) and S\$0.32 (for weight up to 40g) respectively, down from the usual postage rate of \$0.50 for non-standard greeting cards.

- Greeting cards posted to overseas

The festive rate for a greeting card of up to 40g posted to anywhere in the world (except Malaysia and Brunei) is S\$0.55, a saving of S\$0.60 to S\$1.25 depending on the destination. Postage rates for greeting cards posted to Malaysia and Brunei remain unchanged at S\$0.45 (for weight of up to 20g) and S\$0.55 (for weight of up to 50g).

Customers can purchase stamps for their greeting cards at any post office, SAM, postal agents and stamp vendors located islandwide. Please refer to Annex 2 for more information.

- End -

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 post offices, 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 11 consecutive years since 2001. It was also named runners-up in the "Most Transparent Company Award 2011" for the sixth consecutive year in the SIAS Investors' Choice Awards.

~~~~~

**ANNEX 1**

**Items on Sale**

**Price**

|                                                   |          |
|---------------------------------------------------|----------|
| First Day Cover (without stamps)                  | S\$0.25* |
| Complete set of stamps                            | S\$3.24  |
| Pre-cancelled First Day Cover affixed with stamps | S\$4.10* |
| Presentation Pack (with complete set of stamps)   | S\$5.05* |
| Self-adhesive Stamp Booklet                       | S\$2.55  |
| Collectors' Sheet                                 | S\$8.00* |

**Technical Details**

|                                           |   |                                                               |
|-------------------------------------------|---|---------------------------------------------------------------|
| Date of Issue                             | : | 17 October 2012                                               |
| Denominations                             | : | 1 <sup>st</sup> local and S\$0.55<br>(each value x 4 designs) |
| Stamp Size                                | : | 30mm x 25mm                                                   |
| Collector's Sheet                         | : | 114mm x 80mm                                                  |
| Self-adhesive Stamp Booklet (a set of 10) | : | 68mm x 58mm                                                   |
| Perforation                               | : | 13                                                            |
| Paper                                     | : | Unwatermarked                                                 |
| Printing Process                          | : | Offset Lithography                                            |
| Printer                                   | : | The Lowe Martin Group                                         |
| Sheet Content                             | : | 10 stamps per sheet                                           |
| Designer                                  | : | Tze Ngan                                                      |

\* Prices inclusive of prevailing GST for purchases within Singapore

**2012 Festive Promotional Rates for Greeting Cards\***

| <b>LOCAL MAIL RATES</b> |                                               |                           |                                 |
|-------------------------|-----------------------------------------------|---------------------------|---------------------------------|
| <b>Weight</b>           | <b>Normal Rate</b>                            |                           | <b>Festive Rate</b>             |
| 20g                     | 1 <sup>st</sup> Local (S\$0.26)<br>(Standard) | S\$0.50<br>(Non-standard) | 1 <sup>st</sup> Local (S\$0.26) |
| 40g                     | 2 <sup>nd</sup> Local (S\$0.32)<br>(Standard) |                           | 2 <sup>nd</sup> Local (S\$0.32) |

| <b>INTERNATIONAL MAIL RATES</b>                                                                                                                |                    |                    |                              |
|------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------|------------------------------|
| <b>Destination</b>                                                                                                                             | <b>Weight Step</b> | <b>Normal Rate</b> | <b>Festive Rate</b>          |
| <b>Zone 1</b><br>Malaysia & Brunei                                                                                                             | 20g                | S\$0.45            | <b>S\$0.45</b>               |
|                                                                                                                                                | 50g                | S\$0.55            | <b>S\$0.55</b>               |
| <b>Zone 2</b><br>Countries in Asia & the Pacific (except<br>Australia, Japan & New Zealand)                                                    | 1st 20g            | S\$0.65            | <b>S\$0.55<br/>Up to 40g</b> |
|                                                                                                                                                | addl. 10g          | S\$0.25            |                              |
| <b>Zone 3</b><br>Countries in the rest of the world, including<br>Australia, Japan, New Zealand, Africa,<br>America, Europe & the Middle East. | 1st 20g            | S\$1.10            | <b>S\$0.55<br/>Up to 40g</b> |
|                                                                                                                                                | addl. 10g          | S\$0.35            |                              |

\* The above promotional rates are only applicable for stamped and franked mail during the festive period between 23 October 2012 and 13 November 2012.