

*For Immediate Release*

**SingPost offers Free Delivery plus a 10% savings on  
JK Rowling's 6<sup>th</sup> Harry Potter book, *Harry Potter and the Half-Blood Prince***

***Get the much-awaited book at your door-step  
on 16<sup>th</sup> July (date of international release)***

**Singapore, 10 May 2005** – In conjunction with the international release of JK Rowling's 6<sup>th</sup> Harry Potter book, *Harry Potter and The Half-Blood Prince*, Singapore Post (SingPost) is offering free delivery with a 10% savings on the hard cover book when you order from any Post Office or [www.vpost.com.sg](http://www.vpost.com.sg)

Customers who order *Harry Potter and The Half-Blood Prince* via SingPost channels are able to buy the book at the discounted price of S\$40.60 per book (inclusive of GST). The usual price is S\$45.10 (inclusive of GST). This offer is on a first-come-first-served basis while stocks last.

Orders can be made via any of the 62 post offices conveniently located across Singapore from 9 May 2005 or via vPOST (<http://shop.vpost.com.sg>), SingPost's online shopping cart service, from 20 May 2005. All orders received before 9 July 2005 will be delivered by Speedpost to the door-step on 16 July 2005, the international release date. Through SingPost, Harry Potter fans can enjoy the convenience of placing their book orders at their own time and location, and they can enjoy free door-step delivery of their favourite book on the date of the international release.

For orders received from 10 July 2005 onwards, the book will be delivered free-of-charge from 18 July 2005 onwards. Customers who placed their orders at the post offices also have the option to collect their books at their preferred post office.

In conjunction with SingPost "More than You Imagine" promotion, every purchase will be entitled to 160 chances or four times the usual chances, of winning a 2.4 litre Mitsubishi Grandis in the Grand Draw in September 2005. For more details on the Grand Draw, please log on to [www.singpost.com](http://www.singpost.com).



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“We are pleased that we are able to provide easy access of the latest Harry Potter book to our customers at affordable prices through SingPost’s extensive network of post offices and vPOST channel. This, together with the free delivery of the book on the date of the international release allows our customers to enjoy the story’s magic and mystery instantly. This is part of SingPost’s continuous marketing focus to offer new and contemporary experiences to customers,” said Ms Lynette Koh, Senior Vice President of Sales and Marketing, SingPost.

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#### **About Singapore Post Limited**

Singapore Post (SingPost) is a household name in Singapore with strong brand recognition. It provides highly efficient mail delivery services, utilising a sophisticated distribution infrastructure and advanced mail processing technology. SingPost is the dominant provider of domestic and international mail services in Singapore, and one of the most efficient and profitable postal operators globally. SingPost also has one-stop logistics business solutions. Through its extensive retail distribution network in Singapore, it offers a comprehensive range of postal, agency and financial services.

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