

For Immediate Release

Win Hello Kitty Diamond Pendant Worth S\$1,200 with Purchase of Hello Kitty MyStamp Products!

Only 1,000 pieces of limited edition Hello Kitty 4GB USB thumbdrive available worldwide

Date of Issue: 18 March 2009



Album cover



Hello Kitty MyStamp Sheet

Singapore, 17 March 2009 - The popular pop culture character Hello Kitty, commonly adorned a wide range of lifestyle products including stationery items, wallets, clothing, toys and electronics, will appear on stamps.

Singapore Post Limited (SingPost) will release *Hello Kitty and The Stars MyStamp* Collection and *Hello Kitty MyHoroscope MyStamp*, celebrating *Hello Kitty's* 35th anniversary on 18 March 2009. In addition, SingPost will also launch a limited edition *Hello Kitty* 4GB USB thumbdrive.

Customers who have purchased S\$50 and above of *Hello Kitty MyStamp* products stand to win a *Hello Kitty* diamond pendant worth S\$1,200.

Hello Kitty and The Stars MyStamp Collection and *Hello Kitty MyHoroscope MyStamp*

Priced at S\$68.00, *Hello Kitty and The Stars MyStamp* Collection features 12 horoscopes in seven sheets and is encased in a hard album with special pop up effect for the centre page.

Customers can purchase *Hello Kitty MyHoroscope MyStamp* in either a single sheet featuring one horoscope (S\$5 each) or a complete set of single sheets of 12 horoscopes costing S\$60 per set.

Both *Hello Kitty and The Stars MyStamp* Collection and *Hello Kitty MyHoroscope MyStamp* will be on sale 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>.

Limited edition *Hello Kitty* thumbdrive

Only 1,000 sets of limited edition *Hello Kitty* 4GB USB thumbdrive (purple colour) with a purple metal tin box and a mobile phone chain are available worldwide. Each limited edition *Hello Kitty* 4GB USB thumbdrive costs S\$45.

Customers can also purchase *Hello Kitty MyStamp* Collection together with *Hello Kitty* 4GB USB thumbdrive at a special bundled price of S\$98. Both will only be available from 30 March 2009 onwards.

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.

Information and enquiries

For more information on this new stamp issue, please call the Singapore Philatelic Bureau at telephone numbers 1800 741 4111 (toll-free within Singapore) or 6845 6756 during office hours or visit <http://www.singpost.com> or email us at sinstamp@singpost.com

- End -

About Singapore Post Limited

(Reg. No. 199201623M)

SingPost, the designated Public Postal Licensee for Singapore, provides efficient and high quality domestic and international postal services. One of the most efficient postal operators in the world, SingPost received global recognition in the World Mail Awards for the Quality category in 2007. SingPost is also the leading logistics provider in the domestic market, with global service offerings to more than 220 territories/countries. It has won the EMS Cooperative Certification Gold Level Award by the Universal Postal Union (UPU) for its *Speedpost* Worldwide courier service and is the only postal administration in the world to win this for seven consecutive years since 2001. SingPost also owns one of the largest retail distribution networks through its tri-channel platform of post offices, Self-service Automated Machines (SAMs) and *vPOST*, its internet portal. With its extensive network, SingPost provides a one-stop convenience to its customers for a wide range of products and services, including agency, postal and financial services.

~~~~~

**For general information on SingPost, call 1605 toll-free  
or visit us at [www.singpost.com](http://www.singpost.com)**