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**SMRT Corporation Ltd**

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**Stand to win 3-year free rides for four with SMRT in commuter rewards promotion!**  
*Over \$20,000 worth of prizes to be won in "Ride Free with SMRT"*

1. Come June 2010, one lucky winner will win three-year free rides for four on SMRT's trains and buses plus \$1,000 SMRT vouchers for taxi rides and shopping in its network, in the ever-popular SMRT annual commuter rewards campaign.

**Free rides to encourage more to choose public transport**

2. This year's campaign, titled "Ride Free with SMRT", promises to be the most rewarding yet with over \$20,000 worth of prizes to be won. Besides the grand prize of three-year free travel for four and \$1,000 SMRT vouchers, over 140 lucky winners would be picked to win attractive prizes over the seven monthly draws starting December 2009. These prizes include six-month free travel for two as well as SMRT vouchers. SMRT's Director of Transport Planning Chew Hooi Lian explained: "All it takes to qualify for 'Ride Free with SMRT' is to travel with SMRT or patronise shops in the SMRT network. SMRT customers could win for themselves free travel and vouchers that can be used for taxi rides, shopping and dining at SMRT's retail outlets."
3. Mr Chew continued: "After our last promotion, we polled our customers and found that they would like to be rewarded with free public transport. This is why we are giving away free travel prizes with SMRT. Through this latest promotion, we are injecting a sense of fun with a 'conga' themed campaign for our loyal customers, as well as encouraging more to use public transport, take our taxis and make use of the shopping facilities in our stations."
4. To encourage commuters to register their CEPAS-compliant cards to earn more winning chances, exuberant conga line dancers distributed registration forms to commuters during lunchtime at train stations like City Hall, Raffles Place and Raffles Xchange. At Raffles Xchange, the conga line dancers were joined by a group of percussionists who entertained the crowds with pots and pans, legs of stools and large trash bins. At the event, the new campaign posters were unveiled. Please see Annex 1 for campaign visuals.
5. From 16 October 2009 to 15 May 2010, everyone who rides SMRT trains, LRT, buses and taxis or shops in SMRT's retail outlets can qualify for the "Ride Free with SMRT" lucky draw. More information can be obtained from [www.RideFreewithSMRT.com](http://www.RideFreewithSMRT.com). Commuters can also pick up brochures at any SMRT Passenger Service Centre and refer to advertisements at SMRT's 58 MRT stations, 14 LRT stations and six bus interchanges. Commuters who had

Media Release

registered their ezlink cards for previous campaigns should log onto the website to re-register their new CEPAS cards. Please refer to Annex 2 for more details.

- End-

PROMOTIONAL POSTERS FOR "RIDE FREE WITH SMRT"



RideFreeWithSMRT.com

SMRT  
Singapore Mass Rapid Transit

2005年10月10日 - 2010年5月15日  
“免费乘搭 SMRT”幸运抽奖

# 幸运儿可赢得四份 3年免费乘搭 SMRT

另有机会赢取超过 \$3,000 SMRT 礼券以  
及免费乘搭 SMRT 6个月!

## 如何赢取?

只要乘搭 SMRT 或在 SMRT  
购物网络内购物就可参加抽奖!

高达10倍赢奖机会:

- 使用您的 CEPAS 卡  
将您的 CEPAS 卡号码姓名身份证号/  
外国身份证/护照号码通过短信发送至  
97375608
- 拨 6333 8888 预订 SMRT 巴士
- 上网登记您的购物收据

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RideFreeWithSMRT.com

16 OCT 09 – 15 MAY 10  
RIDE FREE WITH SMRT

# WIN 3-YEAR FREE SMRT RIDES FOR 4

PLUS OVER \$3,000 SMRT VOUCHERS  
AND 6-MONTH FREE RIDES!

SMRT  
Moving People. Changing Lives.

SMRT  
Share a Car  
6555 8888

## NOW

Simply ride or shop  
with SMRT to qualify!

Increase your winning  
chances up to 10 times:

- CALL 6555 8888 TO BOOK  
AN SMRT TAXI
- REGISTER YOUR CEPAS CARD  
SMS CEPAS card no., Name,  
NRIC/IDN/Passport No. to 97375608
- REGISTER YOUR SHOPPING  
RECEIPT DETAILS ONLINE

FOR MORE ON ELECTRONIC PAYMENT

## Annex 2

**“Ride Free with SMRT”****PROMOTIONAL PERIOD**

16 October 2009 to 15 May 2010

**PRIZES****Grand Draw**

Main Prize: 3-year free travel with SMRT for four persons + \$1,000 SMRT vouchers  
Consolation Prizes: 10 winners of \$20 SMRT vouchers

**Six Monthly Draws**

Prizes for each draw:

Main Prize: 6-month free travel with SMRT for two persons  
Consolation Prizes: 10 winners of \$20 SMRT vouchers

**Seven On-The-Spot Draws**

10 winners of \$20 SMRT vouchers for each draw

**ELIGIBILITY FOR DRAW**

- Passengers who take SMRT trains, BPLRT and SMRT buses.
- Passengers who take SMRT taxis.
- Shoppers who make purchases within SMRT network of shops, with a minimum spend of \$10.

**HOW TO REGISTER/ PARTICIPATE AND INCREASE WINNING CHANCES****1. Train / Bus passengers****Register CEPAS-compliant card**

One winning chance for every ride on SMRT train, bus or Bukit Panjang LRT. Passengers who register their CEPAS cards stand to win 5 chances for every ride during weekdays, and 10 chances for every ride during weekends and public holidays. There are three ways to register:

- a. Register via SMS to 9737 5608 in this format: CEPAS Card No.,Name,NRIC/FIN/Passport No.
- b. Register online at RideFreewithSMRT.com
- c. Register by completing and returning a registration form which can be obtained from any SMRT Passenger Service Centre at MRT stations or bus interchanges

## 2. Taxi customers

Every flag-down taxi ride that is registered with us qualifies for 3 chances to win. Every taxi ride made via booking qualifies for 10 winning chances.

- a. **Flag down:** submit trip details via SMS to 97375608 (see website or promotional brochure for format).
- b. **Taxi booking:**
  - i. Call 6555 8888 to book an SMRT Taxi
  - ii. Customers at XpressCab stands can book through 6363 6868
  - iii. Customers can also book via SMS to 75588
- c. Register taxi trip online at RideFreewithSMRT.com
- d. Obtain a receipt, write in contact details at the back of receipt and submit to any SMRT Passenger Service Centre at MRT stations or bus interchanges (see website or promotional brochure for format).

## 3. Shoppers

Every \$10 spent at a retail outlet in SMRT's network qualifies for 1 chance to win. Three ways to obtain winning chances:

- a. Register shopping transactions via SMS to 97375608 (see website or promotional brochure for format).
- b. Register transactions online at RideFreewithSMRT.com.
- c. Register by handing the shopping receipt, with passenger contact details written at the back of the receipt, to any SMRT Passenger Service Centre at MRT stations or bus interchanges (see website or promotional brochure for format).

## DRAW DATES & VENUES

Draw no	Date / Time	Venue	Draw results published in "TODAY"
Monthly Draw 1	5 Dec 09 1430 hrs	City Hall MRT Station	18 Dec 09
Monthly Draw 2	7 Jan 10 1230 hrs	Ang Mo Kio MRT Station	21 Jan 10
Monthly Draw 3	4 Feb 10 1230 hrs	Bugis MRT Station	18 Feb 10
Monthly Draw 4	4 Mar 10 1230 hrs	Raffles Place MRT Station/ Raffles Xchange	18 Mar 10
Monthly Draw 5	1 Apr 10 1230 hrs	Tampines MRT Station	15 Apr 10
Monthly Draw 6	6 May 10 1230 hrs	Choa Chu Kang Interchange	20 May 10
Grand Draw	3 Jun 10 1230 hrs	Yishun MRT Station	17 Jun 10

**Draw details subject to change. Refer to RideFreewithSMRT.com for updates.**