



23 March 2009

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FOR IMMEDIATE RELEASE

Take the SMRT Lunchtime Xpress for Unbeatable Savings off Food & Shopping

1. SMRT commuters can now look forward to a host of travel perks when they ride SMRT trains from 12 noon to 2 pm on weekdays. In the latest promotion “SMRT Lunchtime Xpress Travel Perks”, commuters can enjoy savings for food and shopping when they patronise SMRT shops along the lunchtime train route, on top of the convenience of train arrivals every 3.5 minutes. Participating shops come from stations that span Ang Mo Kio to Marina Bay along the North-South line, and Outram Park to Aljunied along the East-West line. The rewards are even greater when commuters shop at SMRT’s Dhoby, Tanjong Pagar and Raffles Xchanges, where they are entitled to sure win lucky dips of shopping vouchers.
2. SMRT’s Director of Transport Planning Chew Hooi Lian said, “We received positive feedback from commuters since we introduced the Lunchtime Xpress train services in May last year. The enhanced train service has made it very convenient for commuters to take the train during lunch hour to run errands or meet up with friends. Now, by offering attractive discounts and savings off food, day-to-day necessities and lifestyle services, we hope to help commuters during this economic downturn.”
3. SMRT Lunchtime Xpress Travel Perks will run from 23 March to 22 May 2009. A total of 34 merchants with outlets at Raffles, Tanjong Pagar and Dhoby Xchanges, as well as Outram Park, Lavender and Aljunied MRT stations have partnered SMRT for this promotion. SMRT commuters can look forward to discounts and savings on a wide variety of goods and services, such as food items, hair services and fashion apparels. (See Annex 1 for details).
4. Promotion flyers will be distributed at most MRT stations along the lunchtime route. Discounts are redeemable at participating merchants, and can be used from 12 noon to 2 pm on weekdays, excluding public holidays. Each customer can use a maximum of two coupons per visit and make one redemption per coupon. Shoppers can also go to www.smrt.com.sg to request for a copy of the discount flyer.

Media Release

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SMRT Lunchtime Xpress Travel Perks - 23 March to 22 May 2009**Raffles Xchange**

Tenant	Discount
Simply Toys	15% off all regular priced LEGO products (applicable to one transaction)
Noda Shoes	Buy 1 pair of shoes & get 1 pair free (applicable to selected shoes)
The Diet Centre	Non-members: 20% off for all enzyme products on retail price.
Ginseng House	Buy 1 get 1 free for packet of Ginseng worth \$30 - \$60
Tien	20% off on selected items

Tanjong Pagar Xchange

Tenant	Discount
Gracie Fashion	Up to 50% off on selected items
Kopi Alley	Mee Siam + hot tea/coffee @ S\$3.50 (U.P. S\$4.10)
Jollibean	Regular soy milk + Maru pancake (peanut/red bean) + soy beancurd @ S\$3.50 (U.P. S\$4.10)
Crème Salon	10% off all Redken products
Little Feet	15 % off storewide (N.A for socks)
My Magic Wardobe	Selected dresses at \$15 each. (U.P. \$29 - \$49)
Spring Maternity	30% off 2nd piece (Only on regular-priced items)
TT Quick Massage	1-for-1 service (UP: \$10) (services include foot massage, shoulder & neck massage or head massage)
S.T. LOUIS	40% + 5% off for 1st piece
Elephant@ Basement	Buy 1 get 1 free for regular-priced apparels
The Bedroom Fling	60% off for memory foam mattresses, while stocks last

Tenant	Discount
ZN Concept	Buy a pendant at \$49.00 and above and get a 16" chain free (worth \$25.00)
B/X Boutique	Free limited edition travel bag worth \$19.90 with minimum purchase of S\$40 nett
Professional Hair Studio	30% off for all hair services (promotional items and services not included)

Raffles / Tanjong Pagar Xchange

Tenant	Discount
Fashion Pals	Up to 50% off on selected items

Dhoby Xchange

Tenant	Discount
Kopi & Roti	Free coffee/tea with every bowl of laksa
Eskimo	Free 300ml bubble milk tea for sandwich or chicken baked rice
Just Acia	Deep fried chicken donburi (Karage donburi) \$5.90 (U.P. \$7.00)
Ernie	Fish burger set (with fries, salad & drink) @ \$5.90 (U.P \$9.00)
IS Photography	\$80 off for glamour make-over packages (UP @ \$188 - \$288)
Jill Lowe	Natural organic lip gloss @ \$58. (U.P \$88)
6range Group - Sony Ericsson	Travel pack solar charger @ \$28 nett (UP. \$48)
P.Osh	Purchase a box of 5 P.Osh brownies (Perfect Fifth) and get a complimentary cheese cake slice of your choice. (UP \$3.70-3.90)
The Space Seller	15% off for storage service

Outram Park MRT Station

Tenant	Discount
Cake History	Free Tau Sar Piah for every bun

Lavender MRT Station

Tenant	Discount
Euphony Trading	Free 2 slices of selected cakes with every 500ml F&N bottled drinks

Aljunied MRT Station

Tenant	Discount
Ananas Café	Free coffee/tea with every bowl of laksa
Bakery Point	Free Tau Sar Piah with every bun
Hao Xiang Chang	20% off for sausages-in-stick and home-made drinks

Sure win lucky dips vouchers

Tenant/Item	Description
Just Acia	1- for-1 on ala carte items (payment by Citibank card o
Ernie	Chicken/Beef pasta + drinks @ \$5.50 (U.P \$9.00)
Jill Lowe	Buy one get one free, olive oil lipstick @ \$32
Aries	\$10 Aries voucher 20% discount with min. \$10 purchase (applicable to hair and fashion accessories only)
Dormika Footwear Enterprise (DMK)	\$10 Dormika footwear enterprise vouchers
Little Feet	Free 2 pair of socks with minimum \$10 purchase
Elephant@ Basement	40% off for all regular-priced bags
Precious Hour	20% off storewide
SMRT Shopping Vouchers	\$5 SMRT shopping voucher