



Date of Issue: 16 April 2009

SMRT Corporation Ltd

251 North Bridge Road

Singapore 179102

Tel : 65 6331 1000

Fax : 65 6339 4229

www.smr.com.sg

SMRT rewards last prize winner of Cambodia holiday

Exotic holiday to Egypt up for grabs in May's Grand Draw

1. One lucky winner walked away with the last Cambodia holiday prize in SMRT's "Escape with SMRT" monthly draw today. The campaign, which started in November last year, saw SMRT dish out a top prize of a 3D2N holiday to Siem Reap for two and S\$1,000 cash each month.
2. Commuters and shoppers can now look forward to the Grand Draw in May, where SMRT will reward one lucky person with the grand prize of a 10D8N Egypt holiday package for two and S\$1,000 cash. The Grand Draw, which will be held at City Hall MRT Station on 21 May, will end the six-month long "Escape with SMRT" promotion with a series of fun-filled activities.
3. To increase their chances of winning, commuters and shoppers are encouraged to register their ez-link cards, taxis or shopping receipts before 30 April 2009. Details of the draw and registration can be found on our website at www.EscapewithSMRT.com.
4. Today's monthly draw at Bugis MRT Station saw a large crowd gather to participate in board games, quizzes and the popular on-the-spot lucky draw. Attractive prizes such as shopping and taxi vouchers were given away to those present for the draw.
5. Said Kathryn Chew, 57, "I am an avid follower of the 'Escape with SMRT' promotion since it started last year. Participating in this promotion is so easy, and I love the monthly draws because I get to win great prizes and have fun!"
6. During the draw today, ez-link card holder 1000080010736770 won an exotic holiday to Cambodia. Two other commuters, ez-link holders 930184437 and SXXXX450H won a Longines watch and \$500 worth of SMRT taxi rides respectively.
7. Results of the April draw will be published in TODAY newspaper, and will also be displayed at SMRT bus interchanges, MRT stations and on the plasma TVs at train platforms. Winners are to contact SMRT Customer Relations at 1800 336 8900 or ridesmrtandwin@smrt.com.sg to collect their prizes. SMRT customers

Media Release

can still check if they were the winners of past draws by referring to www.EscapeWithSMRT.com.

8. Customers who intend to exchange their current ez-link card for the new CEPAS-compliant ez-link card are advised to:
 - a. Retain their replacement receipt for verification should their current ez-link card be the winning card for the monthly and grand draw prize(s)
 - b. Update their new card number online at www.EscapeWithSMRT.com should they have registered for this promotion with the current ez-link card

- End -

About 'Escape with SMRT'

'Escape with SMRT' is an island-wide promotion to reward passengers for riding and shopping with SMRT. From 1 November 2008 to 30 April 2009, SMRT customers stand a chance to win attractive travel and cash prizes, such as:

Grand Prize (May 09)

- I. 10D8N Egypt holiday package for two + \$1,000 cash (1 winner)

Monthly prizes (Dec 08 – Apr 09):

- II. 3D2N Siem Reap, Cambodia Holiday for two + S\$1,000 cash (1 monthly winner)
- III. Longines watch (1 monthly winner)
- IV. \$500 SMRT Taxis Vouchers (1 monthly winner)

On-the-Spot draws (Dec 08 – Apr 09):

- V. S\$100 SMRT Taxis Vouchers (2 monthly winners)
- VI. S\$100 SMRT Shopping Vouchers (2 monthly winners)
- VII. S\$20 SMRT Taxis (Ssangyong) vouchers (6 monthly winners)

To qualify for the monthly prizes, passengers simply need to use their adult ez-link card when riding on SMRT trains, LRT or buses. Passengers on SMRT Taxis will also be eligible for this promotion, while shoppers can qualify with a minimum \$10 spent within SMRT network of shops.

Winning chances are increased with online registration of adult ez-link cards and booking of SMRT Taxis.

For more information, the public can visit www.EscapeWithSMRT.com.



Annex 1



Avid follower, Kathryn Chew, gamely participates in the board game.
Venue: Bugis MRT Station



Participants eagerly await the results of the on-the-spot lucky draw to see if they have won a prize.