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'Escape with SMRT' ends off with a spectacular magic show

Winner walks away with exotic holiday to Egypt

1. SMRT ended its six-month 'Escape with SMRT' promotion with a dose of magic at City Hall MRT Station this afternoon. The busy station was packed with commuters and shoppers who were entertained and thrilled by an Egyptian-themed magic show.
2. Ez-link card holder 930891601 is the winner of the grand prize of a 10D8N Egypt holiday package for two and \$2,000 cash. The well-received on-the-spot lucky draw also rewarded ten commuters with over \$500 worth of SMRT Taxis and shopping vouchers.
3. April 2009's winner of a Longines watch was also present at the Grand Draw to collect her prize. Ms Low Yee Leng (刘意玲), a regular MRT user, exclaimed "I would like to express my heartfelt thanks to SMRT for running such a fantastic promotion, which has made travelling so much more fun and rewarding. Thank you, SMRT, for this wonderful prize!"
4. Results from today's draw will be published in the 28 May edition of TODAY newspaper, and will also be displayed at SMRT bus interchanges, MRT stations and on the plasma TVs at train platforms. The winner will have to contact SMRT Customer Relations at 1800 336 8900 or ridesmrtandwin@smr.com.sg to collect the prize. SMRT customers can still check if they were the winners of past draws by referring to www.EscapeWithSMRT.com.
5. SMRT commuters can continue to win in SMRT's latest green public transport campaign, "Join the Green Revolution". Launched on 30 April 2009, the campaign encourages commuters to reduce their carbon footprint by taking public transport. Commuters are rewarded with free travel on SMRT trains, buses and BPLRT, through monthly draws held from June to October 2009. For more information visit www.GoGreenwithSMRT.com.

Media Release

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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 + \$2,000 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



A commuter volunteers to assist the magician, as others look on.



Ms Low Yee Leng, winner of a Longines watch, receiving the prize from Mr Chew Hooi Lian, SMRT's Director of Transport Planning.



Commuters pledge to reduce their carbon footprint by taking public transport.