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SMRT Corporation Ltd

251 North Bridge Road

Singapore 179102

Tel : 65 6331 1000

Fax : 65 6339 4229

www.smrt.com.sg

PARTY! SMRT Circle Line 30 & 31 May

*20-hour non-stop weekend parties and special appearances by
'The Little Nyonya' and Taiwanese rock group 'Super Band'*

1. SMRT is celebrating the opening of SMRT Circle Line with the nation with two 10-hour non-stop parties on 30 and 31 May at Bishan Circle Line Interchange Station.
2. The free-for-all parties will be opened on Saturday (30 May) by Mediacorp artistes – Jeanette Aw (欧萱), Xiang Yun (向云), Dai Yang Tian (戴阳天) and Pierre Png (方展发) - stars of popular TV drama 'The Little Nyonya' (小娘惹).
3. On Sunday (31 May), the mega-stars of Taiwanese rock – Super Band 纵贯线, Wakin Chau (周华健), Lo Ta-yu (罗大佑), Jonathan Lee (李宗盛), and A-Yue Chang Chen-yue (张震岳) will fly down specially to rock on with SMRT in their first group visit to Singapore.

PARTY! for Everyone – Programme Highlights

4. We invite everyone in Singapore to join us on Saturday (30 May) and Sunday (31 May), 10am to 8pm, for two days of fun-packed parties.

Many special premiums to be won

a) Win autographed posters and photographs

- Saturday (30 May) – 'The Little Nyonya' (小娘惹), Jeanette Aw (欧萱), Xiang Yun (向云), Dai Yang Tian (戴阳天) and Pierre Png (方展发)
- Sunday (31 May) – Super Band 纵贯线, Wakin Chau (周华健), Lo Ta-yu (罗大佑), Jonathan Lee (李宗盛), and A-Yue Chang Chen-yue (张震岳)

b) Win passes to Super Band 纵贯线 events on Sunday (31 May)

- Ten pairs of Super Band 纵贯线 \$138 concert tickets on 18 July at Singapore Indoor Stadium
- Exclusive passes to Super Band 纵贯线 media conference on 31 May at Bishan Circle Line Interchange Station
- Special passes to 穿越 Super Band 纵贯线 forum on 1 June at SMRT Corporation, North Bridge Road

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- c) Win commemorative SMRT Circle Line First Day Cover (Saturday and Sunday)
- Ten sets of four commemorative circular stamps that present a miniature exhibition of the Circle Line system – must-have collectibles to mark this significant milestone in Singapore’s rail transport development

Be entertained by Peranakan performances on Saturday

- Witness a grand Baba wedding pageant that is rarely seen today, immerse in the unique shared heritage ceremonial rites of the Peranakans
- Watch a colourful fashion parade of traditional to modern Peranakan attire (Sarong Kebaya, Baju Panjang, Batiks & Baju Lokchuan) for ages 4 to 64
- Join in a lively and fun mini concert featuring original Peranakan songs and dances for the hip and youthful generation, spiced with interactive and comic moments

Enjoy a music festival on Sunday

- Get up close and personal with ‘Project Superstar’ (绝对 Superstar) winner Chen Diya (陈迪雅)
- Enjoy a performance, ‘The Music Story’ by ‘Campus Superstars’ (校园 Superstar) Veron Yang (杨雪妮), Khim Ng (黄韵琴), Mavis Li (李李美子) and Tommy Lim (林永通)
- Watch beatbox, dance and music performances by NUS Electronic Music Lab, Hidden Rhythm and Beatboxer Stitch

Special ‘Circle Line’ Danish by Breadtalk

- In collaboration with SMRT and inspired by SMRT Circle Line, Breadtalk has created a special ‘Circle Line’ peach and custard Danish, which will be on sale at all Breadtalk outlets island-wide from 28 May to 30 June

A Milestone in Singapore’s Rail Transport Development

5. SMRT President and CEO Ms Saw Phaik Hwa said, “Party! SMRT Circle Line is our way of celebrating with Singapore a historical milestone in public transport. SMRT is happy to run Circle Line to bring greater convenience and connectivity to commuters. At the same time, we welcome to our network new commuters who will enjoy world-class operational and service excellence that is synonymous with SMRT.”

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SMRT Silver Tribute Fund (SMRT 银悦基金)

6. To celebrate the opening of SMRT Circle Line, SMRT is donating in full Circle Line fares collected for 22 days, from 28 May to 18 June, to the SMRT Silver Tribute Fund. The 22-day donation echoes SMRT's 22 years of operations as a public transport service provider. It is also significant as Circle Line is the first new rail line under SMRT's operation since the company began operating the North-South and East-West lines in 1987.

SMRT Circle Line First Day Cover, Stamps & Presentation Pack

7. To commemorate this significant milestone in Singapore's rail transport development, SingPost is releasing an SMRT Circle Line First Day Cover, a set of four commemorative circular stamps and a presentation pack. Designed by SMRT, the set of four stamps presents a miniature exhibition of the SMRT Circle Line system.
8. SMRT Circle Line First Day Cover is also exclusively available for sale at Bishan Circle Line Interchange Station after 28 May, together with stamps and presentation packs. They can also be obtained from any Post Office and the Singapore Philatelic Museum.

New SMRT Uniform

9. As part of SMRT's five-year uniform renewal exercise, SMRT has launched a new uniform design for all front line and maintenance staff. SMRT Trains, SMRT Buses and SMRT Automotive Services front line staff, as well as SMRT Engineering workshop staff will wear the new uniform from 28 May.

Please see attached fact sheets for more details.

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SMRT's Circle Line

The 33.3 km long Circle Line (CCL) is an orbital line that links all Mass Rapid Transit (MRT) lines running into the city. It will offer inter-suburban connectivity that is currently not provided by the existing MRT system.

CCL has 29 stations and six interchange stations for commuters to transfer to other MRT lines. The interchange stations are Dhoby Ghaut, Paya Lebar, Serangoon, Bishan, Buona Vista and HarbourFront. The integration of the Circle Line with the existing MRT lines will provide greater convenience and allows commuters to enjoy accessibility to various locations in Singapore. It will cut down travelling time when commuters bypass the city centre to go to their destinations.

CCL is being built in five stages. The first phase, from Bartley to Marymount, will be opened for passenger service on 28 May 2009, with the rest opening from 2010 onwards.

Quick Facts on CCL Train

- Trains are driverless and fully automated, and can travel up to 80 km/h.
- Each train has three cars (2 motor cars and 1 trailer car) as it is a medium capacity rail line.
- Each train can take up to 931 passengers.

Safety Features

All CCL stations are installed with the following equipment to ensure the safety of passengers:

- CCTV cameras
- Emergency Fire Phones at concourse and platform
- Passenger Assistance Phone at concourse linkway
- Fire extinguishers
- General Ticketing Machines (GTM) intercom linking passenger to Control Centre
- Emergency Stop Plunger (ESP) located at Platform Screen Doors (PSD)
- Fire Protection System
- Public Address System

All CCL trains are installed with the following equipment to ensure the safety of passengers:

- Passenger Emergency Call (PEC) Intercom
- CCTV cameras
- Detrainment doors
- Side doors emergency handle
- Fire extinguishers
- Smoke detector
- Under frame heat detector
- Train borne PA & information system



Train schedule and frequency of CCL Stage 3 from Bartley to Marymount (starting 28 May 2009)

From Bartley to Marymount

Bartley MRT Station

Weekdays/Saturdays

- First train: 5.53 am
- Last train: 12.04 am

Sundays/Public Holidays

- First train: 6.13 am
- Last train: 12.04 am

Serangoon Interchange Station

Weekdays/Saturdays

- First train: 5.56 am
- Last train: 12.17 am

Sundays/Public Holidays

- First train: 6.16 am
- Last train: 12.17 am

Bishan Interchange Station

Weekdays/Saturdays

- First train: 6.00 am
- Last train: 12.21 am

Sundays/Public Holidays

- First train: 6.20 am
- Last train: 12.21 am

From Marymount to Bartley

Marymount MRT station

Weekdays/Saturdays

- First train: 5.37 am
- Last train: 12.22 am

Sundays/Public Holidays

- First train: 6.04 am
- Last train: 12.22 am

Bishan Interchange Station

Weekdays/Saturdays

- First train: 5.40 am
- Last train: 12.25 am

Sundays/Public Holidays

- First train: 6.07 am
- Last train: 12.25 am

Serangoon Interchange Station

Weekdays/Saturdays

- First train: 5.44 am
- Last train: 12.29 am

Sundays/Public Holidays

- First train: 6.11 am
- Last train: 12.29 am

Frequency

- Peak Hour (AM & PM): about 3 mins
- Off Peak: between 6 and 8 mins

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About SMRT Silver Tribute Fund

In December 2006, SMRT launched the SMRT Silver Tribute Fund (STF) for needy elderly and their caregivers, in conjunction with the company's 20th anniversary in 2007. Funds raised were channelled to beneficiaries and their programmes to help abandoned, lonely and in need of care elderly lead more meaningful and dignified lives, as well as to strengthen the families and communities that care for them.

The inaugural effort raised more than \$930,000 for eight beneficiaries. A second fundraiser, which ended March 2009, brought in more than \$1 million for eight beneficiaries.

SMRT Silver Tribute Fund FY 2010

SMRT will kickstart the latest fundraising efforts by donating fares collected on Circle Line over 22 days, from 28 May through 18 June 2009. The 22-day donation echoes SMRT's 22 years of operations as a public transport service provider. It is also significant as Circle Line is the first new rail line under SMRT's operation since the company began operating the North-South and East-West lines in 1987.

More activities will be lined up during this financial year. Details will be announced later.

The six SMRT STF beneficiaries are:

1. Alzheimer's Disease Association - Specialised Caregiver Support Service (Dementia)
2. Ang Mo Kio Family Service Centres - Ang Mo Kio-Yio Chu Kang Community Carers' Scheme
3. Asian Women's Welfare Association - READYCARE Centre
4. Geylang East Home for the Aged
5. Singapore Leprosy Relief Association Home
6. Tan Tock Seng Hospital Community Charity Fund – Helping Elderly Patients Programme

SMRT CORPORATE SOCIAL RESPONSIBILITY PROGRAMME

SMRT Cares (SMRT 关怀计划)

At SMRT, we believe our success has to be channeled towards the greater good of the community. Our Corporate Social Responsibility programme sets out to build an inclusive society and to make a positive impact on the economic, social and environmental well-being of the communities we serve.

To enhance the lives of those around us, we have a sustained SMRT Cares programme (SMRT 关怀计划) of corporate philanthropy, volunteerism, environmental conservation and community outreach.

SMRT Silver Tribute Fund is a key activity under the SMRT Cares programme. Other activities include:

- SMRT is Green – which focuses on the environment
- SMRT Corporate Volunteer Programme – supporting the elderly at Geylang East Home for the Aged, Ang Mo Kio Family Service Centre and Singapore Red Cross Blood Donor Recruitment Programme
- SMRT Gift of Mobility Programme – providing the freedom to travel for financially needy disabled or less mobile

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SMRT Circle Line First Day Cover, Stamps & Presentation Pack

On 28 May 2009, the 33.3 km Circle Line will join SMRT's rail network with the opening of its first five stations – Marymount, Bishan Interchange, Lorong Chuan, Serangoon Interchange and Bartley. A fully underground orbital network, the Circle Line with 29 stations links the existing radial Mass Rapid Transit lines running into the city, enhancing connectivity and convenience for the nation.

To commemorate this significant milestone in Singapore's rail transport development, SingPost is releasing an SMRT Circle Line First Day Cover, a set of four commemorative circular stamps and a presentation pack.



Designed by SMRT, the set of four stamps presents a miniature exhibition of the SMRT Circle Line system – (clockwise, from top left) the Circle Line system map against the Singapore map, a new Circle Line station in the underground system, the new Circle Line Operations Control Centre situated in Kim Chuan Depot, the world's largest underground depot for trains, and the new three-car Circle Line train.

Creative Rationale

The swirls are inspired by the circular effects of the underground tunnel of the Circle Line that commuters traveling on the line will see on their journeys. The vibrant colours signify a national celebration of the opening of the orbital Circle Line. The graphical effects are created to simulate the paper tole technique that is popularly used to add depth of field to an image, as well as to allow the key graphics to stand out against the rich background colours. Each individual stamp represents a key aspect of the Circle Line.

Details of First Day Cover

Date of Issue: 28 May 2009 (start of SMRT Circle Line revenue service)

Denominations: 1st Local, 80 cents, \$1.10, \$2

Stamp Size: 35mm x 35mm

Sheet Content: 10 stamps

Availability: SMRT Bishan Circle Line Interchange Station from 28 to 31 May, and at all post offices and the Singapore Philatelic Bureau from 28 May

Cost:

- 1) First Day Cover (without stamps): \$0.25 (incl. GST)
- 2) Pre-cancelled First Day Cover affixed with stamps: \$5.05 (incl. GST)
- 3) Presentation pack: \$6.05 (incl. GST)

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Launch of New SMRT Uniform

In celebration of the opening of Circle Line, SMRT's new rail line in 22 years, and as part of SMRT's five-year uniform renewal exercise, SMRT will be launching a new uniform design for all frontline, engineering and maintenance staff.

From 28 May, SMRT Trains, SMRT Buses and SMRT Automotive Services frontline staff, as well as SMRT Engineering workshop staff will wear the new uniform featuring SMRT's corporate colours of red, black and white.

Designed and produced with staff feedback, the new uniform is made of higher grade, lightweight material suited for the Singapore climate, and boost better colour hold and durability.

Frontline Personnel (Station Managers and Service Leaders)

Close to half of SMRT's 6,200 strong workforce are frontline staff, including Station Managers, Customer Service Officers and Service Leaders.

From 28 May, the gentlemen will be wearing red shirts with neckties and belts, whilst the ladies will be donning scarves with either the short-sleeved or long-sleeved red jacket. For keeping out the cold, they can choose to wear a vest.

Engineering and Automotive Service staff

SMRT staff from Engineering and Automotive Services will also spot a new set of uniform when maintaining our trains, rail lines, buses and taxis:

- Round-neck t-shirt with UV-protection on occasions where outdoor work is required.
- Cargo pants with additional slots for easy storage of and access to tools, as well as external coin pockets for greater convenience.

All SMRT staff

Across the company, every staff will be issued with a polo shirt and a vest that can be worn for company events.

Picture of SMRT Staff in New Uniform



Frontline ladies (short sleeve)

Corporate t-shirt

Vest (optional)

Engineering & Automotive

Frontline ladies (long sleeve)

Frontline gentlemen

SMRT's last changed its uniform in January 2004, to present uniformed image of trains, bus and taxi personnel following the acquisition of TIBS by SMRT Corporation.

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