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**BOOK SMRT TAXIS AND STAND TO WIN
FREE SMRT TAXI RIDES WORTH UP TO \$8,000!**

1. SMRT Taxis kicks off its annual “Book and Win with SMRT Taxis” promotion in a bid to encourage travel by taxis and with a new initiative to reward customers who go cashless. From now till 30 September 2009, customers who book an SMRT taxi can stand to win \$8,000 worth of SMRT Taxis vouchers. They earn an extra chance to win when they pay for their booking with a registered ez-link card.
2. Vice President of SMRT Taxis, Lo Chee Wen said: “This campaign is to thank customers who make SMRT Taxis their choice of travel. It is also to encourage more of our customers to make use of the convenience of cashless payment via ez-link. At the same time, it is part of our ongoing efforts to look after our drivers and help boost their income.”
3. The “Book and Win with SMRT Taxis” promotion comprises four monthly draws of 15 winners x \$100 SMRT Taxis vouchers and a Grand Draw in October, featuring three prizes of \$1,000, \$600 and \$400 SMRT Taxis vouchers.
4. Customers can participate in this promotion by booking any SMRT taxi via its hotline 6555 8888 or through the SKYTREK booking service at www.smrttaxi.com.sg or SMS. Winners of the draws will be notified via phone.
5. Promotion details at www.SMRTBookandWin.com

Media Release

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