



PRESS RELEASE

KeyPost (Asia) Pte Ltd
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FOR IMMEDIATE RELEASE

Asia's First Key-Return Service in Singapore

May 24, 2005 marks the beginning of a new era in personal security solutions for Singapore residents. An innovative subscription service known as KeyPost, which supports the safe return of lost keys, will be made conveniently available to the public.

In collaboration with Singapore Post and The Singapore Mint, KeyPost offers a safe and secure key-return service for subscribers. The system works with the aid of a high quality, easy-to-carry serialized key tag. Simple instructions on the tag in English and Chinese, prompt finders of lost keys to drop them into any Singapore post box or post office.

Upon retrieval of such lost keys, Singapore Post alerts KeyPost, which in turn tracks down the details of the rightful owner through the tag's unique serial number. The owner is then advised of the whereabouts of his/her keys via SMS, E-mail or telephone; following the confidential return of the keys by registered mail. 24-hour emergency service will also be available.

KeyPost is based on a concept that is successfully operating in Europe, where an estimated 800,000 people a year in Germany alone, have reported losing their keys! The fact is, when important keys go missing, most people end up losing much more at the end of the day, than just a set of keys. Changing locks and replacing keys can be expensive and inconvenient, but necessary in such instances.

KeyPost is a cost-effective and secure service that increases the chances for lost keys being recovered. The unique infrastructure of the postal service makes it easy for finders to act responsibly. Since every post box and post office is conveniently accessible, Singapore Post doubles-up as a highly efficient "lost & found" department.

KeyPost is highly secure and dependable. Due to the nature of the unique serialised key tags, all subscriber information remains confidential and will not be revealed to the finder.

Subscription is practical and economical with a choice of 5-year or 10-year plans at S\$ 32 and S\$ 50 respectively.

"KeyPost is a unique product that is highly-developed with personal safety in mind. We look forward to consistently improving our services by using latest technologies and establishing



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KeyPost franchises into the rest of Asia by the end of 2005," explains Cerlyn Neo, Director Sales & Marketing of KeyPost.

KeyPost Tags will be retailed at all Singapore Post Offices from June 16th onwards, Singapore Mint at its main branch at Teban Gardens and its outlet Starhub Centre on Orchard Road starting May 24th. Customised corporate orders are available on request.

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For more information, visit www.keypost.net or contact pr@ipnettech.com. For a full press kit, please contact pr@ipnettech.com with your contact details.

Notes to Editors:

About KeyPost Asia (Pte Ltd)

KeyPost (Asia) Pte Ltd is a provider of innovative personal security solutions. The company is an independent operator and the first of its kind in Asia, with a vision to extend this practical service to residents of Singapore and the rest of Asia.