



For immediate release

Lost keys can now find their way back to their owners thanks to a new key return service by KEYPOST

- **80% key return rate within 16 hours in spontaneous key drop trial conducted at 10 locations across Singapore**

Singapore – Thursday, 16 June 2005 – Ever experienced the anxieties and the inconveniences from losing your keys? KeyPost (Asia) Pte Ltd (“KeyPost”), a homegrown provider of innovative personal security solutions, today launches the first key return service in Singapore.

The first of its kind of personal security service available in Asia, KeyPost offers a safe and convenient key-return service for subscribers. The system is developed using state of the art technology and works with the aid of high quality, easy to carry serialised key tags produced by The Singapore Mint.

Customers who subscribe to the key-return service will receive a key tag with a serial number that corresponds to their personal information held confidentially by KeyPost. In the event that a lost key is found, KeyPost will use its proprietary Key Tag Management System to track the key tag number against the customer’s information and allows it to immediately notify the owner via SMS, telephone or email. As the key tag only displays the serial number, the subscriber’s information remains confidential and will not be revealed to the finder.

The service has proven to be not only safe and reliable but easy to use with the support of Singapore Post (“SingPost”). Good Samaritans who happened to pick up a lost key will be directed by simple instructions stated on the key tag to deposit them in any SingPost’s post

box or post office. Once SingPost receives the lost keys, it will notify KeyPost who will in turn match the keys with their customers' information, and send the keys by registered mail back to the owners. Throughout the process, KeyPost ensures absolute confidentiality of the subscribers' personal information.

The costs and inconveniences that resulted from lost keys spurred KeyPost to develop this innovative service. "KeyPost is a secure and cost-effective 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, SingPost doubles-up as a highly efficient "lost & found" department," said Ms Cerlyn Neo, Director of Sales and Marketing.

"We are pleased that we are able to facilitate the lost and found process for keys through the easy access of SingPost's wide network of post offices and post boxes conveniently located across the island. This new business offering is part of our commitment to continually offer value and convenience to our customers," said Ms Cindy Siu, Senior Vice President of Retail, SingPost.

To demonstrate the high return rates of the service, KeyPost organised a spontaneous key drop trial involving 10 locations across the island including HDB estate, public park, MRT station, the Central Business District and Shopping Centres. Although the product has not been officially launched, the event successfully generated a 80% key return rate within a short time span of 16 hours.

The reliability and convenience of the key return service has resulted in quick take-up. One of the subscribers, local MediaCorp celebrity, Ms Cassandra See said, "KeyPost's service is a great help as it gives me peace of mind to know that my keys are in safe hands in the event they are lost. No more worries and hassles over changing locks and replacing keys to the house, car or practically anything that requires a key!"

KeyPost's key return service is based on a similar concept in Europe. The service is widely popular in Germany where an estimated 800,000 people lost their keys yearly. In Switzerland, there is an estimated user population of 1.2 million who experienced high key return rate of 97%.

KeyPost intends to expand rapidly to the rest of Asia and internationally. The company is presently in negotiations on franchise tie-ups in Australia, New Zealand, Taiwan, Japan, Korea, Italy, United Kingdom, the United States, Canada and Mexico.

Currently, KeyPost has offices in Singapore, Malaysia and Switzerland. It has recently signed a franchise agreement with one of the world's largest markets China, and initiatives are underway to market the subscription service to the region.

"KeyPost's goal is to become a leading provider of innovative personal security solutions. Going forward, we will continue to offer unique and practical personal security products and services and to expand our market presence in Asia and the rest of the world," Ms Neo added.

KeyPost subscription is competitively priced with a choice of a 5-year or 10-year plan at S\$32 and S\$50 respectively. Customised key tags are interesting and useful corporate gift ideas for companies. Logo names and design could be engraved on the key tags to create a unique corporate gift. They are also cost-effective and user-friendly, giving users a complete peace of mind. Bidding for special serial numbers is also available on eBay.com.sg. Customers can now create their own customised key tags with these features.

KeyPost key return service is available at any SingPost's 62 post offices located throughout Singapore and at The Singapore Mint Coin Gallery (20 Teban Gardens Crescent) and its outlet at StarHub Centre (51 Cuppage Road, #01-07). Keys-R-Back Pte Ltd is appointed to lead the direct sales efforts. Customers can also sign-up for the service by calling the toll-free hotline: 1800 6438-7133 or using the eshop online at www.keypost.net. Customised corporate orders are available on request.

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About KeyPost

Established in 2005, KeyPost 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 world.

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