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S'PORE DISCOVERY CENTRE'S MARKETING EFFORT RECOGNISED WITH INTERNATIONAL AWARD

SDC's Print advertisement for Official launch won first place at the 2006 IAAPA Brass Ring Awards

1 S'pore Discovery Centre (SDC) grabbed the top prize at the International Association of Amusement Parks and Attractions (IAAPA)'s Brass Ring Awards for the print advertisement category.

2 The IAAPA Brass Ring Awards programme is an annual competition and awards ceremony that recognizes excellence in marketing for amusement facilities worldwide. The goals for the competition are to share marketing ideas and concepts and to honour marketing excellence.

3 SDC's winning entry was published in The Straits Times on 19 July to mark the opening of the revamped SDC. The two-full-page advertisement consists of a teaser page, followed by a page showcasing the various exhibits in the new SDC.

4 The advertisement took on a curiosity concept, with thought-provoking statements that portray the contradictory side of Singaporeans.

5 This is the first time that SDC has participated and won in this category. "We're indeed honoured and pleasantly surprised by the results, given that there are also many outstanding advertisements from around the world," says COL (NS) Jordan Woo, General Manager of SDC.

6 IAAPA represents nearly 4,500 facility, supplier, and individual members from more than 90 countries. Member facilities include amusement/theme parks, waterparks, attractions, family entertainment centres, arcades, zoos, aquariums, museums, and miniature golf venues.

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