

PRESS RELEASE

Issued by Sing-Gium International

MAKE FRIENDS AND SHOP IN 3D SINGAPORE CITY

*~ Sing-Gium Unveils First Fully-Localised Interactive Chat Game ~
~ New and Novel Platform For Marketing and Educational Activities ~*

Singapore, 26 November 2004 – Singaporeans can now chat, make friends, gain exclusive access to the latest games and products and be completely entertained in a unique 3D virtual Singapore city called MY CITY. An innovation of local gaming company Sing-Gium International, it is the first fully localised Internet based interactive chat game in the world. For businesses, educational institutions and government agencies, MY CITY's customisable and value-added interactive content applications provide a novel and effective platform for promotional and educational activities and programmes.

Set to become the new lifestyle for online chatting and gaming enthusiasts, MY CITY will capture a huge online audience and create limitless outreach possibilities. Commercial set-ups can use it to launch and market new products and build branding. Educational institutions can leverage on it to create community bonding and sense of identity amongst their students. Government agencies can use it to promote tourism or campaigns.

Online gamers and chatters are two rapidly growing communities in Singapore. According to the Annual Survey of Infocomm Usage in Households and by Individuals for 2003 conducted by the Infocomm Development Authority, about half of the Internet users aged 15 years and above in Singapore use the Internet for chatting and instant messaging and about half of the same users download and play games online.

Suntec City is the first shopping mall to be featured in MY CITY. Users will be able to browse through new products, make purchases at special rates, enjoy exclusive promotions, even visit the highly popular Fountain of Wealth or simply interact with other users within a 3D virtual rendition of this popular mall. MY CITY also features famous landmarks and tourist spots such as the Esplanade and the Merlion.

"MY CITY is an excellent way for us to bring the absolutely fabulous entertainment that Suntec City provides to the online community. Suntec City always seeks creative ways to market our mall, help our merchants increase their exposure and sales and delight our shoppers with new and fun experience. MY



CITY helps us achieve all these objectives. Shoppers can expect lots of exciting content and promotions at the virtual Suntec City in the upcoming months,” says Mr Andre Lobo, Marketing Manager (A & P), Suntec City Development Pte Ltd.

“We believe that there is a desire to chat in everyone. MY CITY combines this popular online chat or instant messaging culture with an online gaming avatar power that allows users to be simulated characters that can interact with each other and entertain themselves amidst familiar local settings. The result is an exciting environment that appeals to a wide age group,” says Mr Jeffrey Tan, Executive Manager, Sing-Gium International Pte Ltd.

“With its offerings of attractive chat environment, real time information and interactivity, MY CITY serves as a gripping and cost-effective advertising medium with the potential to be used as a global payment gateway. MY CITY will also be the only way to gain access to games to be launched by Sing-Gium International,” he adds.

Users can take part in a virtual event at Suntec City within MY CITY. The Fountain of Wealth ‘Lucky Flow’ promotion will entitle users to pick lucky numbers from an animated virtual fountain.

From 6 November 2004, interested users can download MY CITY and register for free at www.mycity.com.sg. Upon signing up, users will be given 1000 gold that they can purchase new clothes and shop for accessories.

Users can obtain more credits by using Modus by TeleMoney, an universally-accepted pre-paid MasterCard payment solution for the purchases of digital contents online and via mobile.

“We are pleased to be the payment partner to Sing-Gium for the launch of MY CITY. Our secure payment solution, TeleMoney will enable MY CITY users to enjoy great interactive chatting experience, great shopping and online access with convenience and ease,” said Mr Ng Fook Sun, CEO, Systems@Work, the payment facilitator behind Modus.

Besides Modus by TeleMoney, users can also pay online using other credit cards or purchase scratch cards via the convenience stores islandwide.

MY CITY will be officially launched at its roadshow on the 27 and 28 November 2004 at Suntec City’s Galleria Dome. There will be exciting activities lined up to create interest, awareness and encourage sign-ups from new subscribers.



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