
NEWS RELEASE

Launch Of SWELL – The First-Of-Its Kind Points Transfer Programme In Singapore

Three leading consumer brands and service providers form a rewards network to allow members of their rewards programmes to transfer their rewards points easily

Singapore, 25 July 2001 – The Shell Companies in Singapore (Shell), SingTel, and United Overseas Bank Limited (UOB) have combined forces to form SWELL – the first-of-its-kind points transfer programme in Singapore. Through SWELL, members of the three companies' respective rewards programmes – Shell Escape, SingTel Red Rewards and UOB Rewards Unlimited ('the programmes') – can now exchange and combine their Shell Escape Points, SingTel Red Rewards Points and UNI\$.

With this easy points transfer programme in place, members can accumulate their points in any one programme in a shorter period of time. Consequently, they can redeem valuable rewards or gifts that require several points for redemption in a matter of weeks instead of months. Rewards or gifts that may have seemed out of reach previously, due to their higher value, can also be redeemed more easily. With three rewards catalogues on hand, members can utilise their points on a wider selection of rewards and gifts. In addition, they can transfer their points so as to ensure that less points go to waste upon points expiry.

Said Mr Goh Joon Lian, General Manager, Retail, Shell Eastern Petroleum (Pte) Ltd, "Shell is excited with the potential of SWELL to continue to delight our customers. We are, in particular, very pleased to be partnering SingTel and UOB in this new rewards programme and look forward to its success. We believe that Shell's Escape programme is already the best rewards scheme among petrol retailers. Combined with SingTel and UOB, we believe that customers will be even more pleased with the range of choices that will become available to them through SWELL."

Mr Lucas Chow, SingTel's Executive Vice President of Consumer Business, says, "SingTel is pleased to launch this rewards programme, the first of its kind in Singapore, together with Shell and UOB. Together, our combined one million customers can choose from a wider range of gifts - from three catalogues instead of one - as well as a more convenient way to redeem gifts. SingTel will continue to look into more ways to reward our customers for using our services."

Said Mr Francis Hsu, Senior Vice President of UOB Card Centre, "We are delighted to partner with Shell and SingTel to launch this innovative programme. SWELL allows us to go a step further in rewarding our valued UOB Credit Cardmembers. With SWELL, our Cardmembers can literally see their points swell at a faster rate and enjoy greater flexibility in utilising their points for an extensive range of gifts. At the same time, Shell Escape and SingTel Red Rewards members can also enjoy our wide range of rewards from our UOB Rewards Unlimited programme."

To transfer points, members can call the various redemption channels of each programme:

Shell Escape members: 1800-ESCAPEE (1800-372 2733)
 SingTel Red Rewards members: 1800 RREWARD (1800-773 9273)
 UOB Credit Cardmembers: 1800-253 6888

They can request their points to be transferred in the minimum 'blocks' of Escape Points, Red Rewards Points or UNI\$:

Convert From	To		
	Shell Escape Points	SingTel Red Rewards Points	UOB Rewards Unlimited (UNI\$)
600 Escape Points		20,000	500
24,000 Red Points	500		500
UNI\$600	500	20,000	

After making a request, their points will be deducted from the originating programme and added to the points at the receiving programme.

For example, if a UOB Credit Cardmember decides to convert both his 600 Shell Escape Points and UNI\$600 to SingTel Red Rewards Points, he will have a total 40,000 SingTel Red Rewards Points. By adding these 40,000 new points to his existing 35,000 SingTel Red Rewards Points, he will be able to redeem a S\$50 Hush Puppies voucher, almost instantly.

The members' points transfer request will be processed within 10 working days. They are notified of their cumulative points through their monthly SingTel or UOB Credit Card monthly statements. Members of Shell Escape can request a statement of their cumulative Escape Points at their convenience at any Shell station.

To enjoy the benefits of SWELL, interested parties can pick up a SWELL application form at any Shell station, SingTel hello! retail outlet or UOB Group branch. Members of the programmes will receive application forms for SWELL by mail. Non-members simply need to register with any two of the programmes. Application for SWELL is free of charge.

About Shell Escape

Escape is Shell's rewards programme. Escape Points can be earned at any Shell station with purchase of Formula Shell fuels, Select* items, ProServ Car Care Services, and Rainbow car washes. Every S\$1 spent earns 1 Escape Point. Escape Points can be redeemed for a variety of attractive gifts from Shell's Escape Rewards Catalogue. Bonus Escape Points will be issued for special promotional items.

** All Select purchases qualify for Escape Points, with the exception of tobacco, alcohol, newspapers/periodicals, phone cards, toll coupons, car park coupons and CashCard top-ups.*

About SingTel Red Rewards

Red Rewards is an integrated loyalty programme with which SingTel customers earn points for every dollar they spend with SingTel. They can then redeem these points for SingTel services or lifestyle products. Customers whose average spending is S\$100 per month for the last six months will be invited to join this programme. SingTel customers will be awarded points for using services like mobile phone, paging, fixed line, International Calling Card, STD and IDD 001.

About UOB Rewards Unlimited

Under the UOB Rewards Unlimited programme, UOB Credit Cardmembers earn UNI\$1 for every S\$5 charged to their UOB Credit Cards. With their UNI\$, they can redeem a wide range of exclusive rewards, including merchandise, food and beverage vouchers, hotel and travel packages, movie tickets, and more. The programme also allows members to fly for free. With its collaboration with Singapore Airlines, members can enrol in KrisFlyer miles where they can convert their UNI\$ into KrisFlyer miles (UNI\$250 = 500 KrisFlyer miles) and redeem free flights to destinations of their choice.