

JOINT MEDIA STATEMENT



ROBINSONS

OCBC BANK AND ROBINSONS PROUDLY SPONSOR "BEAUTY WORLD"

Oversea-Chinese Banking Corporation Limited ("OCBC Bank") and Robinson & Co, (Singapore) Ltd ("Robinsons") are joint sponsors of WILD RICE'S 20th anniversary revival production of Beauty World, the iconic musical which will be directed by Ivan Heng, working in close collaboration with playwright Michael Chiang with composer and lyricist Dick Lee.

Quote from OCBC

Wong Ting Mei, OCBC Bank's Head of Credit Cards says, "OCBC Bank and Robinsons are delighted to sponsor Beauty World, a homegrown musical which our customers can identify with, in as it brings back fond memories of yester years.

We are delighted to be working again with our long-term partner, Robinsons, on this occasion to support Singapore's homegrown talents."

Quote from Robinsons

John Cheston, CEO of Robinsons says: "Robinsons is delighted to sponsor Beauty World together with OCBC Bank. With two decades of history on the local and international stage, Beauty World has become Singapore's most iconic landmark musical with its heart-warming tale of shared values and unique nostalgia. This theme of nostalgia is one that resonates strongly with Robinsons as we have shared a journey of growth with Singapore for the past 150 years.

As Beauty World enjoys its 20th anniversary revival in 2008, Robinsons will celebrate its 150th year in Singapore. Thus, we could not think of a better way to show our appreciation to Singapore for 150 years of support and patronage, than to be a part of one of the nation's most loved musicals.

As such, Robinsons is proud to be a part of Beauty World's 20th anniversary revival with our long-term partner, OCBC Bank."

About the OCBC and Robinsons partnership

OCBC Bank and Robinsons first started their partnership in 1995, with OCBC Bank managing the Robinsons in-store card.

In November 2002, OCBC Bank and Robinsons then launched the OCBC Robinsons VISA Credit Card, a co-brand card that combines the benefits of a credit card and a shopping card. The card offers cardmembers worldwide payment access and a unique loyalty programme that allows them to accumulate points for purchases made outside of the Robinson Group of Stores and still redeem rewards at Robinsons.

OCBC Bank and Robinsons recently jointly sponsored FloorPlay, a dance show by Australian-produced Latin and Ballroom dance sensation, Burn The Floor. The show ran from 28 August to 2 September 2007 at the Esplanade Theatre.

Cardmember privileges include:

One Card, Three Stores and More

Cardmembers can enjoy rebates of up to 10% with their OCBC Robinsons VISA Card at Robinsons, Marks & Spencer and John Little stores.

Robinsons Stores: Centrepoint and Raffles City

Marks and Spencer Stores: Centrepoint, Wheelock Place, Parkway Parade, Raffles City, Paragon, Plaza Singapura and VivoCity

John Little Stores: North Point, Causeway Point, Jurong Point, Plaza Singapura, Orchard and Marina Square

Earn More Robinsons\$ on purchases

Cardmembers earn 1 Robinsons\$ for every dollar spent outside the Robinsons Group of Stores. They can redeem a \$10 Robinsons voucher for their next shopping trip with 2,500 Robinsons\$.

Invitation to Cardmember Events

Cardmembers receive exclusive invites to Cardmember's close door sale events and enjoy additional discounts of up to 20% on selected items. They can also continue to enjoy their cash rebates of up to 10% on top on these sales discounts.

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