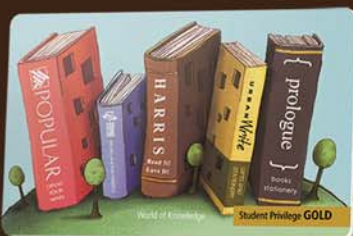


FREE exclusive goodies when you sign up or renew  
for The POPULAR Card at **BookFest@Singapore 2011**

Suntec Singapore International Convention & Exhibition Centre • Hall 601-603 • 18 Nov 2011, 1pm - 10pm • 19 - 27 Nov 2011, 10am - 10pm • Free Admission

**Plus** Receive an attractive Goody Bag  
"Scratch" a chance to win POPULAR Gift Vouchers!



### 3-Year

Adult: **\$30** (New) **\$20** (Renewal)  
Student: **\$20** (New) **\$15** (Renewal)

- An Exclusive POPULAR Water Bottle in Assorted Colours
- A Packet Drink
- A Manicure Set (For Adult)
- Assorted Stationery (For Student)



### 1-Year

Adult: **\$12** (New / Renewal)  
Student: **\$8** (New / Renewal)

- An Exclusive POPULAR Magnetic Board
- A Packet Drink
- A Manicure Set (For Adult)
- Assorted Stationery (For Student)



## Scratch-It! A Chance To Win POPULAR Gift Vouchers!

Receive one Scratch-It card with every POPULAR Card application at the BookFest 2011. Bonus for Existing Members! Receive an additional Scratch-It card when you renew for 3 years.



#### Prizes

- Prize 1 : \$S20 POPULAR Gift Voucher (10 winners)
- Prize 2 : \$S5 POPULAR Gift Voucher (30 winners)
- Prize 3 : \$S5 POPULAR Discount Voucher (100 winners) and other great prizes! (250 winners)

Terms and conditions apply.

Free gifts are available on a first-come-first-served and while stocks last basis. Choosing of design, colour and/or flavor is strictly not allowed. Promotion is not valid with other discount (card, voucher and/or promotion). Other terms and conditions apply.

For more information, please contact POPULAR Membership Hotline: 6462 9555 (Monday to Friday 9am to 5pm, excluding lunch time from 12.30pm to 1.30pm and Public Holidays) Email: membership@popularworld.com



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## BookFest@Singapore 2011 Lucky Draw

Win up to **\$S20,000** total worth of prizes!

Closing Date: 31 Dec 2011 • Draw date: 6 Jan 2012

Every \$50 nett spend in a single receipt at BookFest@Singapore 2011 entitles you to 2 chances of winning in the lucky draw!

### GRAND PRIZES

- \$S5,000 worth of CTC Travel Vouchers x 1 winner
- \$S3,000 worth of CTC Travel Vouchers x 1 winner
- \$S2,000 worth of CTC Travel Vouchers x 1 winner

### CONSOLATION PRIZES

- Boat Fishing Trip Package x 2 winners
- 2D1N Staycation Package with Universal Studios Singapore Entrance tickets for a Family of 4 x 5 winners
- Crocs Shoes Voucher x 55 winners (2 pairs per winner)

Organiser



Official Travel Partner



Terms and conditions: This contest is open to all Singaporeans and Permanent Residents of Singapore except for all employees & immediate families of POPULAR Holdings and its appointed advertising agencies • Valid from 18 to 27 Nov 2011 at BookFest@Singapore 2011 • Only original entry forms are accepted. Incomplete, incorrect and/or illegible entry forms will be disqualified • Drop in all completed entries at the lucky draw boxes provided at BookFest@Singapore 2011 between 18 to 27 Nov 2011 • The draw will be conducted on 6 Jan 2012 at POPULAR Holdings, 20 Old Toh Tuck Road Singapore 597655 at 3.00pm • All winners shall be notified by post • Terms and conditions of prizes apply • Prizes are non-transferable and cannot be exchanged for cash • Prizes not claimed by 10 Feb 2012 shall be forfeited • The Judges' decision is final and no correspondences will be entertained • POPULAR Holdings reserves the right to amend the terms and conditions or replace items of similar value without prior notice if deemed necessary



## Cash In Your BookFest@Singapore Dollars!

It's time to receive the highest cashback rewards in town with the **BookFest@Singapore Savings Passbook!**

Make sure you bring along your Savings Passbook on your **BookFest@Singapore 2011** shopping spree till 27 Nov 11, because every BF\$1 credit sticker you have means \$S1 off your purchase – so the more you accumulated, the more you'll save!

\* Terms & Conditions apply.

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