Singapore TOURISM BOARD

2 November 2007

TO WHOM IT MAY CONCERN

1. This letter serves to confirm that the Singapore Tourism Board (STB) had engaged the services of E-TracX for international media familiarisation visits on 11 August 2007.

2. The media groups were in Singapore to cover the launch of the "Uniquely Singapore Weekends" campaign to position Singapore as a top-of-mind weekend destination in the region. This is one of the many projects that STB mount to generate more positive coverage on Singapore as a lifestyle destination.

3. During their stay, the seven media groups including titles such as Apple Daily, The Sun, Channel O and Metro Daily attended a one-off crash course at E-TracX's DJ Skool. Feedback gathered about the course was positive.

4. Should you require more detailed feedback, you may contact me via email at ivy_woo@stb.gov.sg .

5. Thank you.

Yours Sincerely,

Ivy Woo (Ms)
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Singapore Tourism Board