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Experience Larger-than-Life Fun at Changi Airport!

SINGAPORE, 2 May 2013 – Powder your nose and touch up your rouge like Thumbelina while lounging on a giant compact mirror. On tip-toes, freshen yourself by spraying on a scent from an enormous two-metre tall perfume bottle. Get a quirky shot of yourself sitting on the lens of a massive three-metre wide DSLR camera. From 1 May to 31 October 2013, visit Changi Airport for a fun and whimsical larger-than-life experience!

In conjunction with the 2013 instalment of 'Be a Changi Millionaire' – Changi Airport's popular anchor retail promotion with the country's biggest retail

prize purse – key event areas around Changi Airport are decked out in whimsical decorations to create a shopping wonderland that could turn visitors' millionaire dream into reality. Fairy tale-like castles 'built' from retail items such as handbags, luggages, cameras and wine glasses will provide a befitting backdrop for the millionaire campaign season.

At Terminal 3's Departure Hall, the key highlight is a dreamy fantasy wonderland featuring giant replicas of actual retail products bought by previous Changi Millionaire winners. There, airport visitors can look forward to an enjoyable time taking fun and quirky photos with their loved ones in funny poses against gigantic everyday items.

Since the 'Be a Changi Millionaire' promotion was first launched in 2010, Changi Airport has fulfilled the life-changing dream of three lucky shoppers, including Singaporeans Ivan Rantung (2010) and Peh Hock Peng (2012), as well as Australian Jessica Down (2011). Their purchase of a DSLR camera, cosmetics and a bottle of perfume respectively, turned out to be the winning ticket to their eventual windfall of S\$1 million each.

Turning Millionaire Fantasy into Reality

"We are excited to be bringing back our 'Be a Changi Millionaire' promotion this year, for the fourth time. The previous three instalments of the Draw have been very successful, and we have shown that the possibility of becoming a millionaire just by shopping at Changi Airport is indeed very real. While the main attraction of the Draw remains the amazing grand prize of S\$1 million, the promotion is refreshed each time, such that visitors can look forward to a different experience each year, with new and engaging activities on the ground," said Ms Lim Peck Hoon, Changi Airport Group's Executive Vice President, Commercial.

'Be a Changi Millionaire' offers Singapore's largest cash prize to be given in a retail draw. The 2012 promotion saw an overwhelming participation rate of 2.1 million lucky draw entries, about 2.5 times its inaugural run in 2010. During the upcoming six-month shopping promotion, a lucky finalist will be drawn each month for participation in the grand draw. Come early 2014, all six finalists will gather at Changi Airport for an exciting grand finale to vie for the grand prize of a million dollars. The finalists each win a cash prize of S\$5,000 each^[1], plus a three-night hotel stay.

Apart from giving shoppers a fun time at the event areas, 'Be a Changi Millionaire' 2013 offers even more attractive instant prizes. On top of becoming millionaire hopefuls, shoppers can participate in games at the event areas, and stand the chance to win attractive instant prizes such as the iPad mini, Samsung GALAXY camera, shopping vouchers and many other gifts. Visitors can also participate in a photo contest and stand to win shopping vouchers.

To qualify for both the monthly finalist draw and games to win instant prizes, shoppers only need to spend a minimum of S\$30 in a single receipt at Changi Airport^[2], with the number of winning chances increasing with the amount spent. An additional chance will be allocated for Changi Rewards card members. For more information, please refer to changiairport.com/millionaire.

^[1] Five finalists will get S\$5,000 while one wins the grand prize of S\$1 million

^[2] Except money changing facilities, top-up card machines, postal services, medical clinics, airline lounges, push-carts, temporary outposts and Crowne Plaza Hotel.

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG) (www.changiairportgroup.com) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

Changi Airport (www.changiairport.com) is the world's most awarded airport with more than 420 accolades received since it opened in 1981. To serve passengers and visitors from the world over, there are over 330 retail stores and 120 F&B outlets across the airport's three terminals. Changi handled more than 51 million passenger movements in 2012, an annual record. Today, it serves some 100

*airlines flying to over 250 cities in about 60 countries and territories worldwide.
A flight takes off or lands at Changi roughly once every 100 seconds.*