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## Third Millionaire Crowned At Changi Airport!

**SINGAPORE, 20 January 2013** – A local 45-year old business development director hit the million-dollar jackpot today at Changi Airport as he emerged the overall winner of the ‘Be a Changi Millionaire’ 2012 Grand Draw, walking away with the grand prize of S\$1 million in cash. Mr Peh Hock Peng, who works at an intellectual property firm in Singapore, shopped at Changi Airport in August last year, before departing on a business trip to India.

Changi Airport’s widely popular ‘Be a Changi Millionaire’ Draw is Singapore’s biggest retail draw, featuring the largest cash prize ever given in a local retail

promotion or by any airport in the world. The third run of the annual Millionaire Draw, which was held last year from May to November 2012, culminated in a dramatic grand finale at Changi Airport this afternoon. Five finalists – including two from Singapore, two from China and one from Australia<sup>[1]</sup> took part in the Grand Draw, where Mr Peh emerged triumphant in a series of contests and a large dose of luck.

At Terminal 3's Departure Hall, hundreds of visitors and shoppers watched with bated breath the live excitement unfold on stage as the five finalists went head-to-head in a battle of luck to determine who will leave the stage a million dollars richer. After four rounds of games, the five finalists were eliminated down to two – Mr Peh and Ms Sun Ming from China. In the final and deciding round of the Grand Draw, Mr Peh drew the correct key to the winning door, triggering a dramatic shower of confetti and fanfare, declaring him the winner of the million dollars on the spot.

### **Changi Airport's Third Millionaire**

“I've never been so happy in my life. I never, ever imagined that it would be me. There are so many entries, and what are the chances I'd be selected as a finalist? And earlier, on the stage, I didn't think I was going to make it, but I can't believe I did. This is so wonderful, just great!” said an ecstatic Mr Peh, who was brimming with happiness and excitement.

Asked about his plans for the S\$1 million, Mr Peh, who described himself as very down-to-earth, said he will be using his winnings very practically, “I will upgrade my family to a better property, as my current home is not in as ideal a location as I would like. I will also get a new car, as my existing car is very old. But first, I'm going for a big dinner celebration tonight, with my family – my lucky charm!”

Mr Peh turned up for the Grand Draw today with an entourage of supporters including his wife, his two sons aged 12 and nine, mother-in-law and sister. The minute the lucky man opened the winning door to the million-dollar windfall, he was joined on stage by his family members, who were all ecstatic beyond words about his new-found fortune.

A frequent traveller, Mr Peh flew through Changi Airport about 20 times in the past year, mostly for work. In August 2012, before catching his flight to Chennai for business, he bought over S\$200 worth of cosmetics for his wife

at the Perfumes and Cosmetics store at Terminal 2's Departure Transit Mall. This purchase turned out to be the winning ticket to his million-dollar windfall.

Prior to Mr Peh, CAG has made two of Changi Airport's shoppers overnight millionaires in 'Be a Changi Millionaire' 2010 and 2011, the first being a Singaporean - former deejay Ivan Rantung, and the second an Australian - Jessica Down, a young engineer from Perth.

The other finalists of 'Be a Changi Millionaire' 2012 Grand Draw take home S\$5,000 in cash. In addition, they received a three-night stay at Crowne Plaza Changi Airport Hotel, with airfare provided for non-Singapore residents.

Said Mr Lee Seow Hiang, Chief Executive Officer of CAG, "In managing the airport, one of CAG's core priorities is to grow Changi Airport's retail business and our revenue from non-aeronautical operations - all for the ultimate objective of growing the air hub. Healthy business in our retail stores and F&B outlets is important to ensure our continued ability to keep aeronautical charges for airlines and airport users competitive.

"Exceeding our airport users' expectations of a compelling retail offer and an exciting shopping experience is also integral to our efforts to strengthen Changi's attractiveness as an air hub. It is in this spirit that we develop dynamic and engaging campaigns to enhance the shopping experience and spur the growth of our retail business. 'Be a Changi Millionaire', is one such example of our continuing efforts to rethink the travel experience, and one which we are heartened to note, has been well-received by both our concession partners and shoppers alike."

The 'Be a Changi Millionaire' Draw is the most popular retail promotion ever held at Changi Airport. For 'Be a Changi Millionaire' 2012, CAG received an overwhelming response of 2.1 million lucky draw entries over the six-month promotion period, 2.5 times its inaugural run in 2010, which had registered 830,000 entries. The top three nationality groups which participated in the 2012 Draw are Singaporeans, Chinese nationals and Indonesians.

### **More about 'Be a Changi Millionaire'**

CAG launched the inaugural run of its anchor 'Be a Changi Millionaire' Draw

in 2010, augmenting its status as one of the world's most attractive airport shopping destinations. The qualifying period for the third run of 'Be Changi Millionaire' in 2012 was from 12 May to 11 November 2012. To participate in the Millionaire Draw, passengers and visitors simply needed to shop or dine at Changi Airport, with a minimum spend of S\$30 in a single receipt. Purchases made in both the public and transit areas of Changi Airport were eligible for entry. An additional chance was allocated for Changi Rewards card members.

Over the six-month promotion in 2012, one finalist was drawn every month for participation in the Grand Draw. In addition, 'Be a Changi Millionaire' 2012 featured an instant game

element offering shoppers attractive instant prizes including the new iPad, shopping vouchers, travel accessories and other gifts.

As a result of positive response from shoppers and passengers, CAG will be organising the fourth instalment of its 'Be a Changi Millionaire' Draw in 2013. More details will be unveiled in the coming months.

[1] There were six finalists drawn for participation in the Grand Draw, but one is unable to attend due to personal reasons.

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### **About Changi Airport Group**

*Changi Airport Group (Singapore) Pte Ltd (CAG) ([www.changiairportgroup.com](http://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 to spread the success of Changi Airport internationally.*

*Changi Airport ([www.changiairport.com](http://www.changiairport.com)) is the world's most awarded airport having garnered more than 420 accolades 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*

*46 million passenger movements in 2011, an annual record. Today, it serves some 100 airlines flying to over 230 cities in about 60 countries and territories worldwide. A flight takes off or lands at Changi roughly once every 100 seconds.*