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## NEWS RELEASE

### **Overwhelming demand for UOB's red packets in the Year of the Dragon**

*Usher in the lunar new year with Peonies and Prosperity*

**Singapore, 9 January 2012** – United Overseas Bank Limited (UOB) is seeing an overwhelming response to its 2012 red packets in just 5 days of distribution.

This year's floral-themed red packets have been extremely popular with customers from Personal Banking to Privilege Banking and even Commercial Banking customers.

The Bank expects all 15 million red packets produced for 2012 to be snapped up by the end of next week<sup>1</sup>. To avoid disappointment, the Bank encourages customers to make arrangements to secure their red packets as soon as possible.

This year the Bank created four red packet designs, variations on a theme of a vase and flowers in full bloom. Wendy Teo, UOB's Head of Group Channels said, "Every family welcomes growth and prosperity each Lunar New Year and so the freshness and symbolism of blossoming flowers is something we can all relate to. It was with this in mind that we selected the theme of peonies, orchids and cherry blossoms.



"From day one, we have been pleasantly surprised with the lovely comments from our long-time customers. In fact, we are receiving many requests at the branches for our red packets. UOB wishes every household in Singapore *good fortune and wealth in every aspect of their lives with every flower that blossoms*, or in Mandarin, 花开富贵"

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<sup>1</sup> 20-21 January 2012

## NEWS RELEASE

### UOB's 2012 Red Packet Designs

UOB	UOB Privilege	UOB Private Banking	UOB Private Banking
			
<b>福喜迎门:</b> May you usher in the new year with prosperity and joy	<b>花开富贵:</b> May you prosper with good fortune and wealth, with every flower that blossoms	<b>富贵满堂:</b> May your year be filled with wealth, good fortune and prosperity	<b>迎春接福:</b> May the new year bring you wealth, good fortune and prosperity
<i>Design:</i> Fine China Vase with Peonies	<i>Design:</i> Fine China Blue Vase with Cherry Blossoms	<i>Design:</i> Imperial Fine China Vase (in Jade Green) with Orchids	<i>Design:</i> Imperial Fine China Vase (in Citrine) with Orchids

#### Special collection and exchange of new banknotes

To accommodate the demand for new banknotes, UOB will have 16 branches island-wide open up to 4.00pm on Saturdays<sup>2</sup>. In addition, a special cash-only counter has been set up at the Bank's flagship branch at Raffles Place to minimise queue time at branches.

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#### About United Overseas Bank

United Overseas Bank Limited (UOB) is a leading bank in Asia. It provides a wide range of financial services through its global network of over 500 offices in 19 countries and territories in Asia Pacific, Western Europe and North America, including banking subsidiaries in Singapore, Malaysia, Indonesia, Thailand and China. UOB plays an active role in the community, focusing on children, education and the arts. Its staff volunteerism programme was initiated in 2007. Through the UOB Heartbeat Run/Walk, UOB has raised funds for its named beneficiaries. UOB has also organised the prestigious Painting Of The Year Competition and Exhibition since 1982. In recognition of its contributions to the arts, UOB has been conferred the National Arts Council's Distinguished Patron of the Arts Award for the seventh consecutive year.

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<sup>2</sup> The list of 16 branches can be found at <http://www.uob.com.sg/contact>