

2010 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX TICKETS OF GO SALE 1ST MARCH

- Tickets priced in two phases, average 15% savings for early purchase
- All ticket prices lower or unchanged compared with last year
- New Premier Walkabout ticket gives access to Zone 1

Singapore, 9 February 2010 – Race promoter Singapore GP announced today that approximately 65,000 three-day general admission tickets for the 2010 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX will be available for sale from 1 March 2010. The tickets will be priced differently across two phases: early bird (1 March to 30 April) and regular (1 May to race week).

The 65,000 three-day general admission tickets are in addition to the 10,000 Paddock Club and corporate hospitality suite tickets officially launched yesterday. This brings the total initial release to 75,000. These will be followed in future by the launch of single-day Zone 4 walkabout tickets.

For general admission tickets, Singapore GP is implementing guaranteed prices throughout the sale period so that fans can make more informed decisions on when to buy tickets.

The **early bird** phase which will last two months (1 March to 30 April), offers fans an average saving of approximately 15%, with the Padang, Turn 3, Esplanade Waterfront and Bay Grandstands offering the best savings at 17%.

“Over the past two events, we’ve learnt that we can make significant savings by planning early,” said Mr. Teo Hock Seng, Chairman of Singapore GP Pte Ltd (SGP).

“As a non-permanent, build-to-order circuit, last minute additions to the infrastructure and manpower incur considerable additional expenditure. It’s only fair that our customers benefit from the savings we can obtain when we order the necessary facilities earlier.”

Five top grandstands have ticket prices lowered compared to last year

Following feedback from last year’s ticketholders, Singapore GP has worked hard to ensure that the top-end grandstand tickets are more price-accessible. Working closely with key partners, Singapore GP has been able to leverage cost savings and pass on 14% savings to fans for the Pit Grandstand and 8% for Turns 1 and 2. The Stamford and Connaught Grandstands offer 11% and 19% savings respectively.

“We will continue to build on the success of the last two years and remain committed to keeping prices affordable while improving the content to ensure that the 2010 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX remains one of the must-attend events on the FORMULA ONE calendar,” added Mr. Teo.

Remaining grandstands and Zone 4 Walkabout tickets held at 2009 prices

The Bay, Padang, Turn 3 and Esplanade Waterfront Grandstands as well as Zone 4 Walkabout tickets have been held at 2009 price levels.

New category of Premier Walkabout tickets offer access to Zone 1

Responding to feedback, Singapore GP will for the first time release a walkabout ticket that allows fans access to Zone 1. This new category of three-day tickets – the Premier Walkabout – allows fans, for example, to watch the action along Republic Boulevard where the cars approach the sweeping right-hander at Turn 5. At Turns 22 and 23, spectators can observe drivers entering the pit lane or heading towards the chequered flag. Zone 1 will be equipped with specially designed bleachers to maximise viewing opportunities. Premier Walkabout ticketholders also have access to the entertainment offerings in the rest of the Circuit Park.

Enhancements for Zone 4 Walkabout ticketholders

The existing Zone 4 Walkabout tickets continue to provide fans the same access as 2009. This year, facilities have been improved to include additional viewing bleachers and more screens to enhance the overall experience.

Single-day Zone 4 Walkabout tickets to be released later

This year, single-day tickets for the Zone 4 Walkabout will only be introduced once the entertainment offerings have been announced for each day.

As the Circuit Park initial entertainment line-up will only be confirmed in the coming months, fans who want to catch the performances on specific days can then choose to visit when their favourite artistes are performing.

Although single-day walkabout prices are not yet released, it is expected that three-day tickets will offer at least 25% savings over individual day tickets. "The 2010 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX will see a fresh line-up of drivers, new race teams, and the highly-anticipated return of FORMULA ONE legends. Coupled with an exciting line-up of support races and approximately S\$5 million dollars worth of entertainment throughout the Circuit Park, fans can expect an even more spectacular event come September," said Mr. Michael Roche, Executive Director, Singapore GP Pte Ltd.

"With the introduction of new trackside MRT stations and greater access provided via the new Double Helix bridge adjacent to Turns 18-21, we are currently evaluating if we could add additional inventory around these areas in the lead up to the race," added Mr. Roche.

Tickets will be available for sale online (www.singaporegp.sg), via the ticketing hotline +65 6738 6738 as well as official ticketing agents. A full list of the appointed agents will be listed on the official website.

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About the FORMULA 1 SINGTEL SINGAPORE GRAND PRIX

Singapore has successfully hosted the only night race in Grand Prix history and Asia's only street race on the FORMULA ONE calendar on a street circuit of public roads in downtown Singapore for two years since the inaugural race in 2008. The 2010 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX, with its signature mix of lights, glamour, and non-stop action, returns to the heart of the city at the Marina Bay Street Circuit from 24 to 26 September 2010.

For more information, please contact:

Fiona SMITH | Senior Communications Manager | Singapore GP Pte Ltd
 DID: +65 6731 4943 | +65 9800 7274 | fiona@singaporegp.sg | www.singaporegp.sg

Stephen SLATER | Kingpin Media Limited | Tel: +44 1494 776831 | ss@kingpinmedia.co.uk



Early Bird (EB) versus Regular Pricing (RP)

Ticket Category		PRICES						Approx. Savings EB versus RP#
		Early Bird 1 March to 30 April			Regular 1 May to race week			
		SG\$	GBP	EUR	SG\$	GBP	EUR	
Grandstand (3-Day)	Pit	1,088	490	560	1,288	580	660	16%
	Turn 1	1,088	490	560	1,288	580	660	16%
	Turn 2	1,088	490	560	1,288	580	660	16%
	Turn 3	988	445	508	1,188	535	610	17%
	Stamford	798	360	410	898	405	462	11%
	Connaught	598	270	307	698	315	360	14%
	Padang	498	224	256	598	270	307	17%
	Esplanade Waterfront	498	224	256	598	270	307	17%
	Bay	248	112	127	298	134	153	17%
Walkabout (3-Day)	Premier Walkabout NEW!	348	157	179	398	179	205	13%
	Zone 4 Walkabout	168	76	86	188	85	97	11%

Approximate variance has been rounded to the nearest whole number.

* Currency rates subject to variation.