

Media Release January/10

**SATS LAUNCHES A NEW SERVICE INITIATIVE TO
ENHANCE PASSENGER EXPERIENCE AT CHANGI AIRPORT**

Frontline staff will don new uniforms from 9 January 2010

Singapore, 5 January 2010 – As part of its commitment to enhance the passenger experience and help reinforce Singapore’s position as an international aviation hub, SATS (Singapore Airport Terminal Services) is launching a new ONE! Service initiative together with a new uniform design for its frontline staff at the Singapore Changi Airport.

“As a key touchpoint for passengers flying into Changi Airport, SATS’ 1,800 frontline employees are amongst the country’s important service ambassadors. They are also the stewards of our airline customers, entrusted with delivering their brand promise. Through ONE! Service, we strongly encourage our staff to provide exceptional service experiences for passengers of our airlines customers and visitors to the airport,” said Mr Clement Woon, President and CEO of SATS.

ONE! Service stands for “Outstanding aNd Exceptional Service”. It has been initiated and driven by a team of SATS’ frontline staff. It comprises a comprehensive set of service guidelines that the team has developed through gathering feedback from fellow colleagues and conducting research into best practices and standards for service delivery in the hospitality and tourism industries.

“At SATS, we place customers at the heart of everything we do, always striving to delight them. ONE! Service will enhance our frontline staff’s knowledge and people skills to create a distinctive and enjoyable experience every time when passengers interact with us,” said Ms Sharifah Azzah, the leader of the project team that developed the guidelines.

The guidelines are encapsulated in a training video and a handbook, which is given to every frontline staff. They include a code of conduct and grooming guidelines, as well as well-defined service actions and verbatim for service staff across all service touchpoints. ONE! Service

training has commenced since July 2009 and the final batch of frontline staff will complete the programme in March this year.

In line with the launch of ONE! Service, SATS has also unveiled a new, specially commissioned uniform for its frontline staff. The new uniform embodies its brand attributes of being modern, personable and professional. Simple yet with a touch of sophistication, the new uniform is peach in colour to reflect the warmth, confidence and sincerity of SATS' service staff. Commencing on 9 January, the uniform change is SATS' eleventh since 1973.

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About SATS (Singapore Airport Terminal Services Limited)

With over 60 years of operating experience and an emerging global presence, SATS is Singapore's leading provider of Airport Services and Food Solutions.

Our comprehensive scope of Airport Services encompasses airfreight handling, passenger services, ramp handling, baggage handling, aviation security, aircraft interior cleaning while our Food Solutions business comprises inflight catering, food distribution and logistics, industrial catering, chilled and frozen food manufacturing as well as airline linen laundry.

SATS has been listed on the Singapore Exchange since May 2000. For more information on SATS, please visit www.sats.com.sg

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SATS' Uniform



Photo 1: SATS frontline staff donning new peach coloured uniform.



Photo 2: Variations of SATS' new uniform. Premier Lounge staff in red, check-in staff in peach and duty manager in charcoal grey suit.



Photo 3: Evolution of SATS' uniform since 1973.