18 September 2009
SPH launched high-end lifestyle publication, ZbBz
ZbBz, a monthly news magazine for bilingual elites, was launched. It has since won several awards, including Best in Special Coverage (Magazine Special Issue) in the WAN-IFRA 9th Asia Media Awards 2010.

30 October 2009
SPH celebrated 25th Anniversary with Gala Concert and Charity Giving
SPH celebrated its 25th Anniversary with a gala concert performed by the Singapore Chinese Orchestra. Together with SPH Foundation, SPH pledged a sum of $500,000 to the Community Chest.

18 November 2009
“Page 2 Primer” launched by The Straits Times and Straits Times Press
The Straits Times and Straits Times Press jointly released “Page 2 Primer”, a book containing the best commentaries published in page 2 of The Straits Times. The commentaries in the book covered a wide range of issues - from politics, business and the economy to health and sports.

23 November 2009
The best of both worlds in all-new My Paper
My Paper, Singapore’s only free bilingual newspaper unveiled its new masthead, design and content. The revamped My Paper comes with a new tagline, “The Best of Both Worlds”. This tagline encapsulates not just the best of both English and Chinese news coverage but also the best of both business and lifestyle content.

27 January 2010
The Business Times launched new bi-monthly magazine for SMEs
The Business Times launched a bi-monthly magazine, The SME Magazine, in partnership with SPRING Singapore and IE Singapore to help SMEs operate more effectively and explore new markets.

31 January 2010
Men’s Health Urbanathlon in Singapore
Men’s Health took endurance racing to a whole new level with the inaugural Men’s Health Urbanathlon. The competition consisted of a series of innovative urban obstacles and structures as part of its 12.5km-long course.
1 February 2010
SPH’s AsiaOne Network extended to include regional newspaper websites
Advertisers and marketers can now reach a regional audience with the new ANN TVC Network. The ANN TVC Network is a digital advertising platform which allows advertisers to place video commercials on websites owned by Asia News Network members.

8 February 2010
Berita Harian introduced two weekly supplements for students
Two weekly supplements for primary and secondary school students were launched by Berita Harian. They are Gen G for primary school students and i3 for secondary school students.

19 March 2010
Revamped Herworld.com with new interactive features, fresh content and daily story updates
Her World revamped its website, Herworld.com, on its 50th anniversary this year. The revamped website sports highly interactive features and fresh, daily story updates.

9 April 2010
New luxury magazine on the best in gourmet and travel
Luxury publication The Peak launched The Peak Selections: Gourmet & Travel, its third and latest brand extension. The new magazine aims to bring more of the finer things in life to readers, this time in the realm of fine dining and gourmet travel.

13 April 2010
SPH upgraded its printing assets
Chairman Dr Tony Tan launched the Upgrading and Renewal Project at the SPH Print Centre in Jurong. The exercise included the replacement of the press control systems, upgrading of the colour capacity of the presses, as well as converting the current film-based plate-making system to a digitised computer-to-plate system.

23 April 2010
Her World celebrated 50 fabulous years and honoured the first female Minister and Singapore Women’s Everest Team at Gala Dinner
Her World celebrated its 50th anniversary with a black-tie gala dinner and presented the prestigious Her World Woman of the Year and Young Woman Achiever awards at the event.

8 May 2010
Malaysia GEMS 2010 offered Singaporeans investment insights into Malaysia listed companies
ShareInvestor collaborated with The Business Times and Bursa Malaysia to organise Malaysia GEMS 2010. The inaugural seminar was the first cross-border investor roadshow in Singapore in 2010 that showcased the investment merits of Malaysia listed companies.

12 May 2010
The Straits Times in 3-D
In an unprecedented move to engage its 1.4 million readers, The Straits Times went 3-D with some of its news stories, graphics, photographs and advertisements. It was the first English newspaper in the region to do this on such a big scale. The 3-D effects were done in-house by the creative talents in SPH.
SIGNIFICANT EVENTS

May 2010
TOP for SPH’s condominium development, Sky@eleven
Sky@eleven, a freehold condominium development by Times Development Pte Ltd, a wholly-owned subsidiary of SPH, obtained Temporary Occupation Permit (TOP) in May.

21 June 2010
Zaobao.com and Shanda Literature Singapore launched literary website
Zaobao.com, the online version of Lianhe Zaobao, signed a Strategic Collaboration Agreement with Shanda Literature Singapore to launch the literary site, books.zaobao.com. The literary site will allow readers of zaobao.com to have free access into a world of online Chinese literature.

23 June 2010
ICON WEDDINGS – extended success of ICON brand
The inaugural edition of ICON WEDDINGS, Singapore’s first-ever Chinese luxury wedding annual for the bilingual elites in Singapore and Malaysia, hit the newsstands and bookstores. ICON also celebrated its 5th anniversary this year.

5 July 2010
New improved ST701 Jobs site
In line with SPH’s commitment to develop its multi-platform media products, the revamped ST701 Jobs site has been designed to handle a larger volume of traffic and information at a faster speed.

6 July 2010
Tamil Murasu marked 75th Anniversary with free bumper issue
Tamil Murasu, Singapore’s national Tamil language daily, turned 75 on 6 July, making it one of the oldest Tamil newspapers in the world. A bumper issue of Tamil Murasu was distributed free. Tamil Murasu also unveiled its new look at its anniversary concert in September.

9 July 2010
School Pocket Money Fund turned 10 with new fund-raising initiative
The Straits Times School Pocket Money Fund marked its 10th anniversary with the launch of 50,000 Help-A-Kid Coin Banks which were sold at $5 each. Donors can give part or all of the money in the coin banks to charity. SPH staff were also given a coin bank each in aid of the Fund.

18 July 2010
Eventful day for 20,000 participants of The New Paper Big Walk @ Marina Bay
Prime Minister Lee Hsien Loong flagged off some 20,000 participants for The New Paper Big Walk @ Marina Bay. The participants were among the first visitors to the iconic attractions at the Marina Bay Waterfront Promenade area which was officially opened by the Prime Minister.

20 July 2010
New corporate website for SPH Magazines
SPH Magazines launched its revamped corporate website at www.sphmagazines.com.sg to foster better communication with its advertisers, partners, licensees and staff. The new website is more robust, has more content and includes a new blog section featuring postings on the latest events and activities.

23 July 2010
ShareInvestor’s revamped financial portal
ShareInvestor launched its revamped financial portal www.shareinvestor.com at a public briefing for more than 120 guests comprising brokers, analysts, fund managers, advertisers and members of the retail investment community.
25 July 2010
Record of 10,000 women runners at Shape Run 2010
Shape Run 2010 concluded successfully at Nicoll Highway with a record of 10,000 women runners. The event, organised by Shape Singapore, was flagged off by Mr Teo Ser Luck, Senior Parliamentary Secretary, Ministry of Community Development, Youth and Sports & Ministry of Transport.

7 August 2010
SPH sportsmen turned YOG Torch Bearers
The Youth Olympic flame passed through the SPH News Centre. Representing SPH as torch bearers were sports veterans Hamkah Afik and Chia Chong Boon. Both had won many medals at international sports events including the SEA Games.

8 August 2010
The New Paper Sports Bar
St James Power Station’s Peppermint Park Sports Bar was rebranded as The New Paper Sports Bar. The move provided a venue for the newspaper to connect with its readers, as well as provide perks for subscribers who joined the TNP Club.

19 August 2010
A brand new look for Simply Her
Simply Her unveiled its new look with its September issue. It is now 25 per cent thicker and features a refreshed cover with a new masthead and a new layout which allows time-strapped readers easier access to stories chock-full of smart and useful solutions for every aspect of their lives.

20 August 2010
Corporate leaders and financial experts at inaugural INVEST Fair 2010 Conference
Some of the region’s leading corporate leaders and experts in the financial market convened at the inaugural INVEST Fair 2010 Conference. It was jointly organised by The Business Times and ShareInvestor in conjunction with the two-day INVEST Fair Exhibition. Mrs Lim Hwee Hua, Minister, Prime Minister’s Office and Second Minister for Finance and Transport, was the Guest-of-Honour.