

Media Release

Shark: Predator or Prey? Introducing Singapore's First Sharks Nursery as a Prelude to the International Year of Biodiversity 2010

Singapore, 24 November 2009 — Underwater World Singapore (UWS) has made debut Singapore's first Sharks Nursery to help raise public awareness about sharks and to pledge our support for the International Year of Biodiversity 2010.

First of its kind, visitors can now get up close and personal with over 10 baby sharks across 5 species by feeding them at designated feeding time slots. The Sharks Nursery is a showcase of UWS' successful breeding efforts in 5 shark species: Black Tip Sharks, White Tip Sharks, Bamboo Sharks, Leopard Sharks and Nurse Sharks. Mr Anthony Chang, Curator of UWS, explained that young sharks need appropriately sheltered and safe environments to grow up into mature adults and the Sharks Nursery provides one such sanctuary.

Through the unique "Feed the Sharks" experience and the interpretive graphic panels on Shark Biology and Evolution at the Sharks Nursery, visitors can acquire a holistic understanding and appreciation of shark biodiversity. This is in addition to UWS' adult sharks resident at the Underwater Tunnel, Dive with the Sharks programme listed by RatesToGo travelblog as one of the Top 10 Dives with Sharks in the world, and the live Shark Eggs and Embryos Display which illustrate the different stages of the development of a shark's embryo.

Mr Kwek Meng Tiam, General Manager of UWS, said, "UWS has a long heritage in supporting marine conservation of which shark conservation is one of our important focus areas. We hope that our Sharks Nursery can successfully raise awareness on the importance of biodiversity conservation. There's no better time to do so than now. We are honoured to have Professor Leo Tan, Director (Special Projects) of the Faculty of Science at the National University of Singapore and an Honorary Member of our

Educational Advisory Panel — an inspiring figure in nature conservation and marine biology education, as our Guest-of-Honour today to usher in the International Year of Biodiversity 2010.”

Commenting on the International Year of Biodiversity 2010, Professor Leo Tan said, “Bringing biology to the masses is important as biology opens the door to an appreciation of life in its myriad forms. Educational exhibits such as the Sharks Nursery provide opportunities for us to learn about the rich biodiversity we share. As biodiversity continues to be lost at an unprecedented rate, it is timely for all of us to ponder how we can do our part to arrest the trend before it is too late.”

40 students from St. Hilda’s Primary School and Woodlands Primary School had the rare opportunity of meeting Professor Leo Tan. They were among the first to ‘interact’ with the baby sharks and they spent a fun-filled morning participating in a two-part workshop specially crafted to raise awareness on maintaining marine biodiversity.

The Sharks Nursery is a prologue and one of the many activities lined up by UWS to usher the International Year of Biodiversity (IYB) 2010. The IYB was declared by the United Nations to achieve, by 2010, a considerable reduction of the loss of biological diversity. Initiatives have been organised throughout this year to disseminate information, promote protection of biodiversity and encourage every global citizen to take steps to curb the loss of biological diversity.

UWS is the first in Singapore to show its support for the IYB 2010, specifically in the area of marine biodiversity.

December School Holidays Promotion

Visitors can choose between 2 promotions from 24 Nov 09 – 03 Jan 10:

- 1) 30% off published admission rates

OR

- 2) Bite into an irresistible deal! Start at Underwater World Singapore and Dolphin Lagoon, and end with a trip to Butterfly Park & Insect Kingdom at no extra cost when you buy full-priced tickets!

Additional promotion: FREE Shark Feed with every minimum spending of \$50 at Underwater World Singapore Souvenir House

About UWS

UWS is a wholly owned subsidiary of Haw Par Corporation. Situated on Sentosa Island, this leisure and educational attraction showcases the rich variety of marine life to be found around the region, with educational and recreational activities available here.

The Dolphin Lagoon, an attraction of UWS houses the Indo-Pacific Humpbacked Dolphins, commonly known as pink dolphins for its coat of "bubbly" pink in contrast to the usual grey appearance of dolphins. At the "Meet-the-Dolphin" sessions, visitors can enjoy a close encounter with these adorable pink creatures.

At UWS, our mission goes beyond making our guests aware of the fascinating marine life. Our commitment to marine conservation and environmental awareness is demonstrated through our work in public education, breeding, rescue and rehabilitation, and research. UWS reinforces its environmental efforts through educational exhibits and a variety of education programmes to children and other guests. School visits are actively supported, and a number of new educational programmes are planned. UWS has also been very active in providing special programmes and assistance to the physically and mentally disabled.

About IYB

The United Nations declared 2010 to be the International Year of Biodiversity. It is a celebration of life on earth and of the value of biodiversity for our lives. The world is invited to take action in 2010 to safeguard the variety of life on earth: biodiversity.
<http://www.cbd.int/2010/welcome/>

For more information, please contact any of the following:

Anthony Chang
Curator
Underwater World Singapore Pte Ltd
Tel: (65) 6275 0030
Email: anthonychang@uws.hawpar.com

Lee Tang Ling
Corporate Communications Manager
Haw Par Corporation Limited
Tel: (65) 6490 0209
Email: leetangling@hawpar.com

Peter Chew
Asst Director (Sales & Marketing)
Underwater World Singapore Pte Ltd
Tel: (65) 6275 0030
Email: peterchew@uws.hawpar.com

Germain Ng
Associate
Huntington Communications
Tel: (65) 6339 2883
Email: germain.ng@huntington.com.sg