



NEWS RELEASE

WILDLIFE RESERVES SINGAPORE SIGNS MEMORANDUM OF UNDERSTANDING WITH ASAHİYAMA ZOO, JAPAN

Singapore, March 1, 2009 – Wildlife Reserves Singapore (WRS) and Asahikawa City Asahiyama Zoological Park Wildlife Conservation Center (Asahiyama Zoo), Japan signed a Memorandum of Understanding (MOU) today for the common objectives of conservation, education and appreciation of wildlife.

Sharing similar goals, both parties will endeavour to undertake conservation and research projects, which will include in-situ work, habitat protection, public education and awareness, and other conservation efforts. Further to conservation and research, both zoos will also facilitate cultural exchanges.

“Wildlife Reserves Singapore is pleased that we have a partner in Asahiyama Zoo. Through this collaboration, we hope to share best practice in all areas of zoo management, improve the genetic diversity of zoo animals through animal exchange and promote the appreciation and understanding of each others cultural and natural heritage,” said Ms Fanny Lai, Group CEO Wildlife Reserves Singapore.

“This MOU provides an excellent opportunity for both parties to learn and further the research and conservation efforts of animals, both in Northeast Asia as well as Southeast Asia. We look forward to working on our first project together,” said Mr Masao Kosuge, director, Asahiyama Zoo.

The MOU between Wildlife Reserves Singapore and Asahiyama Zoo marks the commitment by both parties towards conservation.

Wildlife Reserves

SINGAPORE



ABOUT WILDLIFE RESERVES SINGAPORE

Wildlife Reserves Singapore (WRS) is the parent company of award-winning attractions Jurong Bird Park, Night Safari and Singapore Zoo. WRS parks strive to be world-class leisure attractions, providing excellent exhibits of animals and birds presented in their natural environment for the purpose of conservation, education and recreation. In 2008, Jurong Bird Park served 900,000 visitors, the Night Safari, more than 1.1 million visitors and Singapore Zoo welcomed more than 1.6 million visitors.

WRS parks have been conferred the Best Leisure Attraction Experience Award at the Singapore Tourism Awards 18 times. The record achievement affirms WRS parks' status as Singapore's premier leisure venues.

In the areas of conservation and research, WRS parks have undertaken multiple projects, which focus on species such as the oriental pied hornbill, pangolin and orang utan, through collaborations with various organisations and institutions. Recent conservation efforts include hosting a regional Asian pangolin conservation workshop. All WRS parks are designated wildlife rescue centres by the governing authority.

ABOUT ASAHİYAMA ZOO

Asahi-yama Zoo, located in Asahikawa City, is Japan's northernmost zoo. Its exhibition policy is to provide an environment where each species can use its abilities and a space where each animal can relax. The zoo showcases many unique interactive animal viewing facilities and is famous for two exhibits: "behavioural exhibition" showing how animals behave in the wild and the "Flying penguin in the aquarium". Its visitorship is second to Ueno Zoo, Tokyo, exceeding 3 million visitors per year.

Wildlife Reserves

S I N G A P O R E



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