

## MEDIA RELEASE

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### **CASE launches educational exhibition and mobile phone application**

Today, the Consumers Association of Singapore (CASE) will be launching an educational exhibition as part of CASE's efforts to commemorate World Consumer Rights Day (WCRD) which falls on 15 March annually.

The exhibition will be open to the public for a period of two weeks from 10 to 23 March 2012. The objective of the exhibition is to showcase and highlight the important milestones of consumer protection in Singapore. At the same time, financial literacy messages will be displayed based on Consumers International's theme for WCRD 2012, 'Our Money, Our Rights.' A significant highlight of the exhibition is information on the Lemon Law provisions, which will come in the form of amendments to the Consumer Protection (Fair Trading) Act and Hire Purchase Act.

Minister of State for Trade and Industry, Mr Teo Ser Luck, says, "The Lemon Law provisions passed in Parliament yesterday (9 March) will plug a gap in our current consumer protection legislation, and provide clearer options to help both consumers and retailers resolve the issue of defective goods. While such consumer protection laws may be in place, a multi-pronged approach, where consumer and retailer education, greater outreach, and regulation work together, will best serve the needs of Singapore."

To better reach out to the public, CASE will move the educational exhibition to various housing estates over the next 12 months.

Today, CASE will also be launching a new mobile phone application to put information in the hands of consumers 24/7. The application will act as an all-in-one information hub for all consumer-related matters, and will also allow consumers to call CASE directly through its interface.

The mobile phone application is currently available on the Apple app store. CASE is also exploring developing the application for the Android platform so that more consumers can benefit from it.

To follow up on financial literacy efforts, CASE will be organising a seminar on 'Planning for your family's financial future' on 14 April 2012, 9am – 1pm at One Marina Boulevard. For more information, visit [www.case.org.sg/seminars.html](http://www.case.org.sg/seminars.html).

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