



STAR ALLIANCE

STAR ALLIANCE CARRIERS AT NBTA BOOTH #1301

Star Alliance Book and Fly Online Booking Tool Demonstrations

Singapore Airlines, SWISS and United Business Class Seats on Display

SAN DIEGO, USA - August 24th, 2009 – Keeping with their established tradition, the Star Alliance member carriers are once again sharing the same booth at the annual NBTA International Convention & Exposition.

All 20 member carriers with sales organisations in the USA have individual desks at the Star Alliance booth and will have representatives available throughout the event.

NBTA Direct Members are entitled to participate in the daily ticket draws for flights on Star Alliance member carriers. For this they will need to obtain special Star Alliance postcards, visit at least six of the carriers at the booth and hand in the completed post card at the concierge desk. Winners will be drawn at 3:00 pm, 4:00 pm and 5:00 pm on Monday and Tuesday and at 9:30 am and 10:30 am on Wednesday.

On Tuesday, the Star Alliance member carriers will be presenting “Grapes of the World”, featuring the premium onboard wines offered by the carriers together with some small snacks. So come taste some of the wines offered by the Best Airline Alliance for Wines (Awarded by Business Traveller UK Magazine 2008).

Convention participants interested in Star Alliance’s recently launched Book and Fly online booking tool for round-the-world tickets can get a live product demonstration at the booth.

Singapore Airlines, SWISS and United will have their latest Business Class seats on display.

Press kits with further information on Star Alliance are available on data sticks from the concierge desk at the Star Alliance booth, so please come visit us at booth #1301.

About Star Alliance:

The Star Alliance network was established in 1997 as the first truly global airline alliance to offer customers worldwide reach and a smooth travel experience. Star Alliance received the Air Transport World Market Leadership Award in 2008 and was voted Best Airline Alliance by Business Traveller Magazine in 2003, 2006, 2007 and 2008 and by Skytrax in 2003, 2005, 2007 and 2009. The members are Air Canada, Air China, Air New Zealand, ANA, Asiana Airlines, Austrian, bmi, EGYPTAIR, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Shanghai Airlines, Singapore Airlines, South African Airways, Spanair, SWISS, TAP Portugal, Turkish Airlines, THAI, United and US Airways. Regional member carriers Adria Airways (Slovenia), Blue1 (Finland) and Croatia Airlines enhance the global network. Aegean Airlines, Air India, Brussels Airlines, Continental Airlines and TAM have been announced as future members. Overall, the Star Alliance network offers 17,000 daily flights to 916 destinations in 160 countries.