



## STAR ALLIANCE

## STAR ALLIANCE OFFERS FREQUENT FLYER STATUS MATCH IN HONG KONG

HONG KONG, September 1<sup>st</sup>, 2009 – Star Alliance is offering residents of Hong Kong SAR the opportunity to instantly attain either Gold or Silver Status in selected Star Alliance Frequent Flyer Programmes (FFP).

Travellers booking and flying on any Star Alliance member airline between now and December 15<sup>th</sup>, 2009 and holding elite status in any\* non-Star Alliance FFP, will have their status matched by one of the following Star Alliance FFPs:

*Aeroplan* (Air Canada), *Airpoints* (Air New Zealand), *ANA Mileage Club* (ANA), *Asiana Club* (Asiana), *Crane Club* (Shanghai Airlines), *Diamond Club* (bmi), *Dividend Miles* (US Airways), *EGYPTAIR Plus* (EGYPTAIR), *Euro Bonus* (Blue1 & Scandinavian Airlines), *KrisFlyer* (Singapore Airlines), *Mileage Plus* (United), *Miles & More* (Adria, Austrian, Croatia, LOT Polish Airlines, Lufthansa & SWISS), *Miles & Smiles* (Turkish Airlines), *Royal Orchid Plus* (THAI), *Spanair Plus* (Spanair), *Victoria* (TAP Portugal) and *Voyager* (South African Airways).

In order to qualify for this promotion, customers need to register at: [www.staralliance.com/hongkong](http://www.staralliance.com/hongkong) and follow the instruction on the website. The matched status will be valid for at least 12 months during which the customer will have time to re-qualify for either Star Alliance Gold or Silver status.

In total, 14 Star Alliance member carriers provide 656 weekly flights to and from Hong Kong serving 27 destinations in 15 countries.

Note: flights taken on Star Alliance need to be eligible for mileage accrual

\* excluding OnePass (Continental Airlines) and Privilège (Brussels Airlines) as these carriers will join Star Alliance by the end of 2009

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.