



STAR ALLIANCE

## **STAR ALLIANCE LAUNCHES CIRCLE NORTH ASIA FARE**

### **13 Star Alliance Fare Products Now Available to Consumers**

**FRANKFURT, Germany – September 1<sup>st</sup>, 2009** – Travelling across North Asia has now become more attractive with Star Alliance’s Circle North Asia Fare. The new multi-carrier fare is valid on Air China, ANA, Asiana and Shanghai Airlines for flights between China, including Hong Kong and Macao, Japan and Korea. Travel on the circle fare needs to include all three countries, at least three stopovers and begin and end in the same country. Reservations for the first international flight have to be made seven days prior to departure, while all subsequent flights can be booked last minute or changed without charge. Minimum stay on this circle fare is at least three days and with the maximum stay being two months. Fare levels vary according to class of travel: First, Business or Economy and distance travelled: 4,800 or 6,600 miles. Tickets can be booked and issued through any Star Alliance member airline or travel agent.

“Our latest fare product was developed because we are seeing increasing demand for travel in this part of Asia,” said Horst Findeisen, Vice President Business Development at Star Alliance. “Circle fares allow customers to explore several countries at their leisure with a single booking, and are becoming more popular with customers who are interested in doing business or spending time in a small geographic zone.”

Star Alliance now offers 13 fare products: the Round-the-World Fare, Circle Asia Fare, Circle North Asia Fare, Circle Pacific Fare, Africa Airpass, Asia Airpass, China Airpass, Europe Airpass, Japan Airpass, Middle East Airpass, North America Airpass, South Pacific Airpass and Thailand Airpass.

NEWS RELEASE

**Overview of Star Alliance Circle North Asia Fares:**

Country of departure	Currency	Class	4,800 Miles	6,600 Miles
China	CNY	First	15,560	19,560
China	CNY	Business	11,760	14,750
China	CNY	Economy	7,370	9,920
Hong Kong SAR	HKD	First	17,680	22,240
Hong Kong SAR	HKD	Business	13,370	16,760
Hong Kong SAR	HKD	Economy	8,380	10,560
Japan	JPY	First	337,000	450,000
Japan	JPY	Business	251,000	334,000
Japan	JPY	Economy	170,000	223,000
Korea	KRW	First	2,966,100	4,310,700
Korea	KRW	Business	2,237,400	3,084,000
Korea	KRW	Economy	1,641,100	2,139,600

All fares quoted excluding fees and taxes.

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.