

Travel planning made easy Star Alliance introduces a new electronic distribution channel.

October 18, 1999 – The members of Star Alliance", the airline network for Earth, have marked another alliance industry first by introducing a global internet tool allowing travelers to book seats on any alliance member's flight through the convenience of their own PC or laptop. The new, user-friendly system, which makes travel planning easy by being available 24 hours a day, seven days a week, was officially implemented on October 15, 1999.

From the comfort of their home or office and at the touch of a mouse, customers may now select their flights and make their own reservations through a new online reservations tool on the Star Alliance website www.staralliance.com. The site has been integrated with a "booking engine" linked to one of the major CRS systems which provides customers with a confirmed reservation as well as the cost of the ticket in local currency. Ticketing options vary by country and itinerary and include a choice of delivery by mail, electronic tickets or pick-up at select city or airport ticket offices. In addition, customers can elect to have their flight miles credited to the Star Alliance frequent flyer program of their choice.

It is possible to make reservations on any flight with the prefix of a Star Alliance airline, including code-share flights operated as part of bilateral agreements between individual Star Alliance members and regional carriers. Moreover, hotel rooms and rental cars can be booked through the system.

The new, online reservation tool works in conjunction with the Star Alliance website travel management system, My Travel Manager ", providing valuable international travel-planning functionality.

A team of experts from all Star Alliance carriers has worked closely to design the first phase of this Star Alliance distribution channel to meet the needs of the growing internet market.

In July, 1999, the Star Alliance members were the first to launch an alliance display in most major CRS systems. It allows travel agents to check schedule and availability of Star Alliance flights in a single display that shows only member airline direct flights and connections for a chosen itinerary. Star Alliance was the first to specify requirements for such a display, thereby paving the way also for other alliances to offer their combined flights according to the system users' preference.

Star Alliance was established in May, 1997. It brings together some of the world's leading airlines in a partnership designed to provide customers the benefits of global reach and seamless

travel. Current members of Star Alliance are Air Canada, Air New Zealand, All Nippon Airways – ANA, Ansett Australia, Lufthansa German Airlines, Scandinavian Airlines System – SAS, Thai Airways International, United Airlines and Varig Brazilian Airlines.

Mexicana Airlines will become a member in the summer of 2000, while the Austrian Airlines Aviation Group, comprising Austrian Airlines, Lauda Air and Tyrolean Airways, recently announced that it intends to join Star Alliance in time for next year's summer traffic program.