

## **Asiana Airlines brings North Asia to Star Alliance**

**Seoul** Star Alliance", the airline network for Earth, is set for a major enhancement of its global coverage with the joining of Asiana Airlines on March 1, 2003. The Korean carrier will add a significant number of North Asian routes to the Star Alliance network, including its comprehensive domestic services as well as numerous routes to mainland China.

Our newest member Asiana Airlines is a premier carrier in the region, renowned for its customer service, innovation and leadership, said Jaan Albrecht, CEO, Star Alliance. We are proud to have Asiana on board. With the addition of this great airline, Star Alliance is taking a major step forward in North Asia. By having Asiana as a member, Star Alliance has now established a firm foothold in Korea which is one of the fastest-growing markets of the world.

Asiana Airlines was established in 1988. Today, 15 years later, the carrier is ranked among the 40 largest scheduled carriers in the world with some 12 million passengers per year and a fleet of 65 modern aircraft. Its revenue growth rate over the past five years has averaged an astonishing 19.3 per cent. In 2002, Asiana made a net profit of US\$ 170 million.

Asiana's domestic network spans 12 cities and 18 routes, which will add a whole new dimension to the Star Alliance network. Almost eight million passengers are carried on Asiana's domestic flights each year.

From Seoul, the carrier flies to 13 destinations in Japan, and it operates the largest connection to mainland China with 13 cities being served, including Hong Kong. Asiana also operates trans-Pacific to the U.S., and has an extensive network to Southeast Asia and Oceania. In Europe, two cities are being served.

Asiana's membership of Star Alliance will bring considerable benefits to our customers, said Jaan Albrecht. We will now be able to offer the best network of any alliance in North Asia, including mainland China. Asiana will be an invaluable asset to Star Alliance.

### ***Asiana's membership reinforces leading position of Star Alliance in China: 600 weekly flights to 18 cities***

**Seoul** With today's official welcoming of Asiana Airlines as its newest member, Star Alliance has strongly reinforced its position as the leading airline alliance in terms of scheduled services provided to and from mainland China. The addition of the

extensive route structure of the Korean carrier to the Star Alliance network means that Star Alliance member airlines will be serving 18 destinations in China with almost 600 flights and a total capacity offering of more than 160,000 seats per week.

Services to Hong Kong are not included in these figures.

Our new member Asiana Airlines is an invaluable asset with its strong presence in mainland China, said Jaan Albrecht, CEO of Star Alliance. Mainland China has a tremendous market potential in terms of travel. The number of visitors to China is expected to grow at an annual double-digit rate for years to come. With the entry of Asiana into our group, Star Alliance offers by far the most comprehensive coverage of this fast-growing and important market.

Star Alliance will include a Chinese carrier one day, Jaan Albrecht continued. In the meantime, our current members are building up their presence in mainland China by adding destinations and frequencies.

Through the membership of Asiana Airlines, Star Alliance has been able to leapfrog the competition and can now offer its customers the strongest network of any alliance in China, as well as the most complete global access, he said.

The Star Alliance northern summer timetable will include scheduled services to the following cities in mainland China: Guangzhou/CAN Changchun/CGQ Chongqing/CKG Chengdu/CTU Dalian/DLC Hangzhou/HGH Harbin/HRB Kunming/KMG Guilin/KWL Nanjing/NKG Beijing/PEK Shanghai/PVG Shenyang/SHE Qingdao/TAO Tianjin/TSN Xian/XIY Xiamen/XMN Yantai/YNT.

The destinations are being served by Star Alliance members Air Canada (28 flights per week), ANA All Nippon Airways (130), Asiana Airlines (146), Austrian Airlines Group (10), Lufthansa German Airlines (42), SAS Scandinavian Airlines (14), Singapore Airlines (84), Thai Airways International (90) and United (42 flights per week.)

Star Alliance was established in 1997 as the first truly global airline alliance to offer customers global reach and a smooth travel experience. The members are Air Canada, Air New Zealand, ANA All Nippon Airways, Asiana Airlines (as of March 1), Austrian Airlines Group, bmi, Lufthansa, Mexicana Airlines, SAS, Singapore Airlines, Thai Airways International, United, and VARIG Brazilian Airlines.

Spanair of Spain will officially join Star Alliance April 1, 2003 and LOT Polish Airlines is scheduled to join later in the year.

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