

## Star Alliance Enhanced Benefits Package Launched in U.K.



London, January 29, 2004 – Star Alliance™, the airline network for Earth, today launched a wide array of additional benefits for U.K. frequent flyers that surpasses any other alliance offering in that market.

The Star Alliance Enhanced Benefits Package, is being introduced to U.K. residents by participating member carriers Air Canada, Air New Zealand, ANA, Asiana Airlines, Austrian, bmi, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, THAI, United and VARIG. Together these Star Alliance member airlines offer 115 flights per day or 3,337 per month linking the U.K. to any of the 680 airports featured in the network.

We're confident this promotion will increase our customer base and accentuate our brand in this important market, said Denise Martineau, Director, Loyalty Star Alliance. We're showing our appreciation to our existing Star Alliance Gold and Silver members as well as enticing new customers to experience our world-leading network.

Customers from any non-Star Alliance frequent flyer programme (FFP) can have their FFP status matched and receive a 5,000 mile bonus when they fly. Additionally, Star Alliance Gold or Silver members will be awarded 2,000 bonus miles for each new member they recruit. All customers can register at [www.ukstatus.co.uk](http://www.ukstatus.co.uk) from February 1 to May 15, 2004.

New and existing U.K. Star Alliance Gold and Silver members will receive priority check-in at London Heathrow and Manchester airports, lounge certificates, a 25% tier mileage bonus for completed travel and standby upgrade certificates good for use on participating Star Alliance carriers across the network. These benefits will be offered effective February 1, 2004 through to February 28, 2005.

This is a very competitive, market-specific alliance product which illustrates our ability to join forces to better serve our

customers and increase market share, said Louise McKenven, V.P. Loyalty & Marketing Star Alliance.

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, Asiana Airlines, Austrian, bmi, LOT Polish Airlines, Lufthansa, Mexicana Airlines, Scandinavian Airlines, Singapore Airlines, Spanair, Thai Airways International, United, and VARIG Brazilian Airlines. US Airways is scheduled to join the alliance in 2004.

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