

## Star Alliance wins Silver Award at Cannes Lions Advertising Festival

FRANKFURT June 24, 2004 – Star Alliance, the airline network for Earth", won the Silver Award in the consumer services category at the prestigious Cannes Lions International Advertising Festival, one of the advertising world's longest running award events. The Silver Lions Award acknowledges the creativity and impact of the worn-out salesman advertisement released in support of the Star Alliance UK Enhanced Benefits programme launched in the United Kingdom in February.

One of the key features of the UK Enhanced Benefits programme was an offer to match the Frequent Flyer Programme (FFP) status of customers from any non-Star Alliance FFP and receive a 5,000 mile bonus when they fly with any Star Alliance member airline. The worn-out salesman ad, developed by Harrison Troughton Wunderman, visually depicts the hard work that typically goes into achieving top frequent flyer plan status, effectively amplifying the appeal of the Star Alliance status-match offer.

During its three month run, as part of a multi-media campaign, the advertisement appeared in business magazines, newspapers and on airport posters, taxi cabs and leaflets distributed on trains bound for London Heathrow. Star Alliance also opened a massage area in London Heathrow Terminal 1 and 4 departure lounges and invited tired and weary business travellers to get a massage – and register their interest in the programme.

We're delighted and honoured to win a Cannes Lions award, said Mark Davies, Director Marketing Communications, Star Alliance. Given the broad market appeal and considerable customer interest generated by the UK Enhanced Benefits programme, this award is icing on the cake.

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, Scandinavian Airlines, Singapore Airlines, Spanair, Thai Airways International, United, US Airways and VARIG Brazilian Airlines. South African Airways and TAP Air Portugal will join the alliance in 2005.

*About the Cannes Lions Festival*

The Festival is the only annual gathering of the world's advertising, creative, direct marketing, interactive, media and marketing communities. It is one of the advertising world's longest running awards first established in 1953.

Up to 8,500 industry figures and 600 international media from 80 countries meet to view up to 5,081 commercials, 9979 outdoor and print ads, 1,561 websites and online ads, 875 media solutions and 1,209 direct marketing entries. Awards are judged by the worlds leading Direct Marketing specialists.