

Win a Trip to Japan on the Star Alliance network



FRANKFURT November 1 Star Alliance, the airline network for Earth", today announced that premium class customers travelling on the Star Alliance network during the month of November could win a holiday for two to discover the hidden treasures of Japan.

The Star Alliance Visit Japan Campaign Sweepstake initiative, which runs from November 1–30, will provide the opportunity for the lucky winners to enjoy Business Class flights and ten days accommodation at a selection of the 32 ANA Hotel locations in the Land of the Rising Sun.

The initiative is part of a two-year commitment by Visa International and the Star Alliance network to jointly leverage a broad range of promotions, international advertising, in-flight communication, frequent traveller programmes and cardholder communication to drive inbound tourism to Japan.

The sweepstake promotion is yet another way to reward customers for their loyalty while promoting the myriad and marvellous sights and sounds of this beautiful country, said Mark Davies, Director Brand & Marketing Communications, Star Alliance.

To be eligible to win, passengers travelling First or Business Class on any Star Alliance member carrier international flight must correctly complete an entry form and submit it to a member of the cabin crew prior or lounge staff prior to midnight GMT on November 30. Forms will be distributed primarily on board and in some departure lounges (for Air New Zealand, Lufthansa and Singapore Airlines only) by participating carriers across the network. Aside from six grand prizes of a trip for two to Japan, 30 Delsey luggage sets can be won and all winners will receive a copy of Japan , a mini encyclopaedia of Japan produced by Kamakura Shunju-sha Co. Ltd.

Star Alliance member carriers Scandinavian Airlines, Spanair, US Airways and VARIG are not participating in the contest. All contest rules and conditions are available on www.staralliance.com.

The Star Alliance network 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 are set to join in 2005. Overall, the member carriers offer more than 14,000 daily flights to 772 destinations in 133 countries.