

Star Alliance goes Interactive with Conventions Plus

BARCELONA – November 30, 2004 – Star Alliance, the airline network for Earth", today launched an enhanced version of its Conventions Plus Website at the EIBTM trade fair, the premier international event dedicated to the global meetings and incentive industry, attracting 5,000 industry buyers and 2,000 exhibitors from over 100 countries.

With new functionalities on its www.staralliance.com/conventionsplus website, Star Alliance has transformed an information only tool into a truly interactive site for both convention organisers and delegates.

Convention organisers can now obtain a personal log-in which allows them to view all their registered conventions as well as the current status of the agreements with Star Alliance. Once an event has been confirmed, all further necessary information and applications, such as the delegate fare discount, organiser support, incentive services and forms, can be accessed online.

The improved functionalities on the website also allow delegates to check flight schedules online and provide contact details for the member carriers reservation departments.

Star Alliance first introduced its Conventions Plus product in 2002, with the aim of providing simplified travel solutions to convention organisers. The main benefit for the organisers is the fact that they deal only with one airline in order to set up an event, rather than with several. As part of this product, discounts for delegates ranging from ten to 20 percent are offered, depending on the type of fare, class of travel and airline used. Travel can be either in Business or Economy Class, and one companion may accompany the delegate. In order to qualify for Conventions Plus benefits, conferences must be truly global events with a minimum number of international delegates from at least three different countries and two continents. The lead time to the event must be a minimum of six months.

Delegates belonging to any of the Star Alliance airlines frequent flyer programmes will be able to earn miles or points on their tickets. Moreover, Star Alliance Gold and Star Alliance Silver customers may also avail themselves of their benefits accorded to them by their status when travelling on Conventions Plus fares.

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 are scheduled to join the alliance in 2005. Overall, the member carriers offer more than 14,000 daily flights to 772 destinations in 133 countries.

Note: special conditions apply to Japan and New Zealand.

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