

The Star Alliance network to generate 1.5 Billion Euro in 2004 with Star Alliance Corporate Plus



BANGKOK – December 13, 2004 The Chief Executive Board of Star Alliance today projected that the airline network for Earth" will generate over 1.5 billion euro in revenue during 2004 with its corporate travel product Star Alliance Corporate Plus.

Based on our experience in the corporate marketplace combined with our Corporate Plus framework, we have already consolidated and signed thirty-five global agreements with companies doing 1.5 billion euro in business with our member carriers. The volumes and our hit rate in contracting business speak of the quality of this product, said Jaan Albrecht, CEO, Star Alliance. We've had three years of experience in simplifying the procurement of corporate travel by offering qualified clientele one point of contact, one agreement and one set of reports. And that know-how is paying huge dividends.

Albrecht noted that the revenue projection is based on anticipated travel revenues in excess of the 1.2 billion euro generated during 2003.

With Star Alliance Corporate Plus, qualified corporations or their travel management firms can contact any Star Alliance member carrier to devise a plan that takes advantage of the alliance's collective network and service benefits and allows them to book and manage corporate travel seamlessly.

Albrecht said a single Star Alliance corporate travel agreement offers greater flexibility and access to a wider range of benefits for corporate travellers including the ability to earn and redeem frequent flyer miles or points on member airlines, flexible fare structures and prices and priority service for Star Alliance Gold Members in reservations, baggage and check-in, standby and boarding procedures. For confidentiality reasons Albrecht was not in a position to share the names of the global blue chip companies that already enjoy the benefits of Corporate Plus, but he pointed to a November press release highlighting the signature of a Corporate Plus agreement with Chevron Texaco Inc.

The corporate market was looking for such a flexible solution,

which helps them simplify their internal processes without limiting them in fulfilling their specific travel needs in any way. As a member it's rewarding to see the tremendous value we have created over the years for both customers and member carriers and confirms our collective belief that together we are better," said Vagn Soerensen, CEO, Austrian.

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. The member carriers offer more than 14,000 daily flights, serving 772 destinations in 133 countries.