



STAR ALLIANCE™

STAR ALLIANCE CONVENTIONS PLUS NOW INCLUDES SOUTH AFRICAN AIRWAYS AND SWISS Dedicated Stand at the IMEX Exhibition

FRANKFURT, May 30th, 2006 – Star Alliance, the airline network for Earth™, has expanded Conventions Plus to include flights operated by South African Airways and SWISS. Both carriers joined the Star Alliance network in April 2006, but South African Airways has just recently been granted the regulatory approval to participate in this specialised product.

“South Africa and Switzerland are important markets for hosting conventions and with their respective ‘national’ carriers now members in our alliance, we can offer improved flight connections and new destinations to conventions organisers”, said Philip Saunders, Vice President Commercial, Star Alliance. “Furthermore, by participating in Conventions Plus, South African Airways and SWISS will be able to offer a new product to convention organisers based in their particular home markets”, he continued.

The Star Alliance network has also for the first time ever taken its own dedicated stand at the IMEX, the essential world-wide exhibition for meetings and incentive travel, which is being held in Frankfurt, Germany from May 30th, 2006 through June 1st, 2006.

“We have definitely registered an increase in demand from a market segment which requires an alliance product, rather than a carrier specific solution. Hence we took the decision to have a dedicated presence at IMEX, in order to tap into business which our carriers can not attract individually”, commented Philip Saunders.

The Star Alliance network can be found at stand G020 at IMEX 2006.

About Conventions Plus

Conventions Plus was first launched in 2002 and provides simplified travel solutions to convention organisers who need to deal with one airline in order to set up an event, rather than with several. The local Star Alliance member airline becomes the point of contact for the convention organiser. Delegates participating in any of the Star Alliance member airlines' frequent flyer programmes are 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.

In order to qualify for Conventions Plus benefits, conferences should be truly global events with a minimum number of 500 international delegates from at least three different countries and two continents. The lead time to the event should be a minimum of six months.

About Star Alliance

The Star Alliance network was established in 1997 as the first truly global airline alliance to offer customers worldwide reach and a smooth travel experience. Star Alliance was voted Best Airline Alliance by Skytrax in 2003 and 2005. The members are Air Canada, Air New Zealand, ANA, Asiana Airlines, Austrian, bmi, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Singapore Airlines, South African Airways, Spanair, SWISS, TAP Portugal, THAI, United, US Airways and VARIG Brazilian Airlines. Air China and Shanghai Airlines are expected to join by the end of 2007. Regional member carriers Adria Airways (Slovenia), Blue1 (Finland) and Croatia Airlines enhance the global network. Overall, the Star Alliance network offers more than 15,500 daily flights to 842 destinations in 152 countries.