



## STAR ALLIANCE LAUNCHES GLOBAL CUSTOMER PROMOTION FOR ITS 10<sup>th</sup> ANNIVERSARY

COPENHAGEN, Denmark – May 14<sup>th</sup>, 2007 – As part of its 10<sup>th</sup> Anniversary, the Star Alliance network, “the way the Earth connects” is launching a special global consumer promotion.

‘We’re excited at offering the largest promotion ever launched by Star Alliance to the high-value international traveller to mark the 10<sup>th</sup> Anniversary of the world’s leading airline alliance. We are expecting a very large response as we have tailored these offers and the experiences on offer are truly remarkable.’ commented Philip Saunders, Vice President Commercial, Star Alliance.

All customers need do is register and fly an international segment on any of the 17 Star Alliance member carriers or Regional members between 14 May 2007 and 30 November 2007 and they will have the chance to win an all expenses paid around-the-world luxury experience of a lifetime.

The lucky winner will create his/her own trip for two by picking up to 5 “experiences” from a list of 10 Star Alliance destinations – New Zealand, Japan, Sweden and South Africa are just an enticing few. Travelling First Class on member carriers’ services, accommodation and activities are included, as well as US \$5,000 on a prepaid VISA card.

In addition, through June to October 2007, all qualifying entrants have the chance to win a Business Class trip for two to their choice of one of the 10 destination “experiences” every month, including: Canada, Germany, Japan, New Zealand, Portugal, Singapore, South Africa and Sweden. Examples of these “experiences: include ice driving in a high speed car in Sweden, hot air ballooning in Germany, flying in a fighter jet in the USA, cage diving with sharks in South Africa or even taking a sumo wrestling

lesson in Japan. Winners will also receive US\$1,000 on a VISA prepaid card for the trip.

Each month, additional runner-up prizes will be offered, including 10,000 Bonus Award Miles that will be awarded to a lucky winner from each of the 17 member carriers' frequent flyer programmes.

Registration and all Terms and Conditions for the Promotion can be found online at [www.staralliance.com/ten](http://www.staralliance.com/ten).

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 Business Traveller Magazine in 2003 and 2006 and 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 and US Airways. Regional member carriers Adria Airways (Slovenia), Blue1 (Finland) and Croatia Airlines enhance the global network. Air China, Shanghai Airlines and Turkish Airlines have all been accepted as future members and are expected to join Star Alliance soon. Overall, the Star Alliance network offers more than 16,000 daily flights to 855 destinations in 155 countries.

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