



## STAR ALLIANCE LAUNCHES UPGRADE AWARDS

### First Airline Alliance to offer Mileage Upgrade Option

FRANKFURT, September 7<sup>th</sup>, 2005 – Star Alliance, the airline network for Earth™, has become the first alliance to offer a Frequent Flyer Programme (FFP) upgrade redemption option across the alliance, rather than on an individual carrier basis. This brings travelling in either First or Business Class into easier reach of the customer.

This enhancement is now available to the FFP members of ANA (ANA Mileage Club), Austrian (Miles & More), LOT Polish Airlines (Miles & More), Lufthansa (Miles & More) and Singapore Airlines (KrisFlyer). Other Star Alliance member carriers will begin to offer this product during 2006.

Star Alliance Upgrade Awards permits customers to redeem miles or points from their FFP account to upgrade by one class, either from Economy Class to Business Class or from Business Class to First Class\*, on scheduled flights operated by the participating member carriers.

“We are extremely pleased to be the first airline alliance to offer this product,” said Jaan Albrecht, CEO Star Alliance. “Our customer research has shown that the vast majority of frequent flyers expect an alliance to offer this kind of upgrade option.”

Star Alliance Upgrade Awards requires a confirmed booking prior to travel through the existing FFP redemption channels, in general either a call centre or a website (depending on carrier's offer). The upgrade is processed electronically through the computer reservations system, eliminating the need to issue paper certificates to the customers. Both conventional paper tickets as well as electronic tickets can be upgraded under this new scheme. As with most FFP redemption products, capacity restrictions apply and upgrades from certain types of fares are not permissible.

Since its inception in 1997, emphasis has been placed by Star Alliance on

adding value to each member carrier's FFP by offering alliance-wide benefits to the customers. For instance, Star Alliance was the first airline alliance to offer harmonised benefits for both Gold and Silver card holders across the network. These benefits include:

*Priority Check-In*

Star Alliance Gold members can make use of separate check-in desks.

*Priority Waitlist*

Star Alliance Gold and Star Alliance Silver members receive priority waitlisting if the desired flight is already fully booked.

*Priority Airport Standby*

Star Alliance Gold and Star Alliance Silver members receive priority standby listing if they arrive at the airport without any reservation for a specific flight (subject to local regulations).

*Lounge Access*

Star Alliance Gold members have access to more than 620 lounges at airports around the world.

*Priority Baggage Tags*

Star Alliance Gold members are entitled to priority baggage service across the network.

*Increased Baggage Allowance*

Star Alliance Gold customers are entitled to one additional piece of checked baggage (piece concept) or an additional 20 kilos (weight concept).

Moreover, Star Alliance is currently the only alliance which has enabled the FFP call centres of the member carriers to book and ticket award travel on all other Star Alliance carriers, thereby offering the customer's mileage redemption and ticketing through one point of contact.

\* Note: not all participating carriers offer First Class

About Star Alliance:

Star Alliance was established in 1997 as the first truly global airline alliance to offer customers global reach and a smooth travel experience. Star Alliance has been 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, Spanair, TAP Portugal, THAI, United, US Airways and VARIG Brazilian Airlines. South African Airways and SWISS will be integrated during the course of the next 12 months. Overall, the member carriers offer more than 15,000 daily flights to 795 destinations in 139 countries.