



STAR ALLIANCE BOOK AND FLY GOES JAPANESE

Round the World online booking tool now available in Japanese
Brussels Airlines and Continental Airlines now also on Book and Fly

FRANKFURT, Germany – April 27th, 2010 – Star Alliance, the way the Earth connects, has launched a Japanese language version of its popular “Book and Fly” tool. Available on www.staralliance.com, Star Alliance Book and Fly allows customers to plan, book and buy Round the World tickets via the Internet, 24 hours a day, 365 days a year. The functionalities of the Japanese site are the same as the English language one launched in July 2009, but all the navigation and dialog is in Japanese:

http://staralliance.innosked.com/default.aspx?lang_id=ja

“Choosing Japanese as the first ‘foreign’ language version of our Book and Fly tool is no coincidence. Japanese society has long been very keen to use new technology and we are certain that providing an online booking tool in the local language will see our Round the World sales in this important market increase,” said Christopher Korenke, Vice President Commercial, Star Alliance.

Through Book and Fly, customers can choose from an endless number of options when planning a multiple city round the world trip on the Star Alliance network. Hence, the tool has been designed to assist the user in creating a routing which corresponds to their travel needs. With the recent joining of Brussels Airlines and Continental Airlines, customers can choose from additional destinations and flight connections, especially in Africa, the Americas and Europe. The itinerary can be created by either typing in the appropriate city or by clicking on the destinations displayed on an interactive world map. The destinations are colour coded in order to distinguish between those to which direct flights are offered and those which can be reached by transfer connections. Once a valid itinerary is created, the system displays an estimated fare in the currency of the country of residence for the selected class of travel.

Flight options for each leg of their journey are shown from the real-time availability. Additional service options, such as travel in premium economy class cabins, can be selected at the applicable surcharge.

Once flights for the complete journey have been chosen, the final price including all taxes, surcharges and fees is displayed. After entering the personal data necessary to process the booking, the corresponding flights are reserved. Tickets are paid for online via credit card and customers are emailed their electronic tickets. In case further assistance is required, customers can contact various call centres around the globe, including

one specifically established to assist with customers in Japanese.

The Star Alliance Round the World fare is one of 13 Star Alliance fare products. Compared to one-way or return tickets, the Round the World fare is attractively priced. The fare levels are set according to distance and class of travel. Customers can choose between three mileage levels 29,000, 34,000 or 39,000 miles. The fare is available for travel in First, Business or Economy Class. Tickets are valid for one year. Additionally, the Star Alliance network also offers a Round the World special fare, which is only available for travel in Economy Class, has a maximum mileage of 26,000, must be purchased seven days prior to departure and permits three to five stopovers.

(Full fare details are available at www.staralliance.com)

About Star Alliance:

The Star Alliance network was established in 1997 as the first truly global airline alliance to offer worldwide reach, recognition and seamless service to the international traveller. Its acceptance by the market has been recognised by numerous awards, including the Air Transport World Market Leadership Award, Best Airline Alliance by both Business Traveller Magazine and Skytrax. The member airlines are: Adria Airways, Air Canada, Air China, Air New Zealand, ANA, Asiana Airlines, Austrian, Blue1, bmi, Brussels Airlines, Continental Airlines, Croatia Airlines, EGYPTAIR, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Shanghai Airlines, Singapore Airlines, South African Airways, Spanair, SWISS, TAP Portugal, Turkish Airlines, THAI, United and US Airways. Aegean Airlines, Air India, and TAM have been announced as future members. Overall, the Star Alliance network offers 19,700 daily flights to 1,077 airports in 175 countries.

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