



STAR ALLIANCE OFFERS MULTIPLE FARE PRODUCTS ONLINE

Book and Purchase Star Alliance Circle Fares via the Web

Only Airline Alliance to Offer Multiple Fare Products Online

FRANKFURT, Germany – November 4th, 2010 – Star Alliance, the way the Earth Connects, is the first aviation alliance to sell multiple fare products on the internet. In addition to the Round-the-World Fare, all Star Alliance Circle Fares can now be booked and purchased on www.staralliance.com. This allows customers to plan their journeys from the comfort of their own home, 24 hours a day, 365 days per year. Bookings can be made anywhere in the world, with tickets being automatically issued electronically. The booking engine is currently available in English and Japanese, with further languages to be added at a future stage.

"In today's world, selling through the internet is an essential distribution channel. Our alliance fare products offer a unique way of exploring the vast number of destinations served by our member airlines; however the complexity of these multi-airline fares does not allow for easy automation. Hence it is even more satisfying that with the Circle Fares, we now have multiple products available for online booking and ticketing", said Christopher Korenke, Vice President Commercial, Star Alliance.

Star Alliance has three different Circle Fares on offer: Circle Asia, Circle North Asia and Circle Pacific. These fares are designed to facilitate travel between destinations across the Pacific Rim using various Star Alliance member carriers. The Circle Asia Fare allows travel between South East Asia, North Asia and the South West Pacific, while the Circle North Asia Fare is for travel between Japan, Korea, Mainland China (including Hong Kong SAR and Macao SAR). Taking customers the furthest is the Circle Pacific Fare, which allows travel between Asia, Australasia and the Pacific Coast of Canada and the USA. Customers select the destinations covered by the respective Circle Fare, creating a personalised circular itinerary. The fare is calculated by the total distance travelled and cabin class, whereby passengers have the choice of purchasing First, Business or Economy Class. Travel needs to begin and end in the same country. Further fare details and conditions can be found at: www.staralliance.com.

The online booking option for Circle Fares follows the successful introduction of "Book & Fly" over a year ago. "Book & Fly" allows customers to plan, book and purchase Round-the-World Tickets on www.staralliance.com. In addition to English, the Japanese language option was added to "Book & Fly" earlier this year.

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, Aegean Airlines, 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, Singapore Airlines, South African Airways, Spanair, SWISS, TAM Airlines, TAP Portugal, Turkish Airlines, THAI, United and US Airways. Air India and Ethiopian Airlines have been announced as future members. Overall, the Star Alliance network offers 21,000 daily flights to 1,160 airports in 181 countries.

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