



STAR ALLIANCE

WIN STAR ALLIANCE GOLD STATUS**Play the Star Alliance Gold Game and Enjoy the Enhanced Benefits**

FRANKFURT, Germany – November 5th, 2013 – Ever wanted to be part of the elite club of Alliance frequent flyers? Now is your chance. Play the new Star Alliance Gold Game and become a “Gold” winner. From now until December 13th, 2013, the Star Alliance network is offering customers the chance to win Star Alliance Gold Status in any of the participating member airlines’ Frequent Flyer Programmes (FFP).

Simply visit www.staralliancegoldgame.com to take part in the interactive online quiz that tests your knowledge of the Star Alliance FFP Gold benefits. Answer a series of questions testing your travel knowledge and observational skills, correctly pack a virtual suitcase and match the aircraft tailfins to the correct cabin crew uniforms. Giving the right answer in the shortest possible time is what counts, with incorrect responses triggering a time penalty. In order to improve your score, share the game with a friend and get a second chance to play. The two players per FFP with the fastest time will win Star Alliance Gold Status for a year. If you win and already have Alliance Gold Status, then you can give the prize as a gift to a person of your choice.

Star Alliance Gold Benefits

Since its founding in 1997, one of the key Alliance customer propositions has been offering world-wide benefits on all member airlines to the most loyal Star Alliance customers. A top level customer enrolled in one airline’s FFP is entitled to enhanced benefits when travelling on any of the 28 member airlines, receiving priority treatment throughout his or her journey.

At the time of reservation, Star Alliance Gold Card holders enjoy a higher priority on the waiting list for flights which are already fully booked, increasing their chances of getting a seat on their preferred flight.

In order to provide a speedy check-in process at the airport, all Star Alliance member airlines offer designated counters for Star Alliance Gold Card holders, which are easily identifiable by the Star Alliance Gold logo. In addition, customers are entitled to an increased luggage allowance (either one extra piece or an additional 20 kilograms, depending on airline and routing).

While waiting for their flight, the Gold Card holders and one guest (also travelling on a Star Alliance flight) can make use of more than 1,000 lounges across the global Star Alliance network.

At time of boarding, Gold Card holders are given priority, which allows these customers to be one of the first to get onto the aircraft and find storage space for their hand luggage.

Having reached their destination, the priority tag attached to the checked luggage ensures that the premium customer's bags are delivered ahead of other baggage.

The online interactive Gold Game is part of an on-going Alliance campaign highlighting the benefits of the Star Alliance Gold Status. The communication drive includes testimonials from five bona fide travellers on what differentiates our Alliance from others. The video statements of the advocates can be viewed at www.staralliance.com/en/benefits/meet-our-global-travellers/.

Full details of the Star Alliance Gold benefits can be found on at www.staralliance.com/en/benefits/status-benefits/, including a short video explaining these.

Note: TAM Fidelidade and US Airways Dividend Miles Programmes are not participating in this competition, but continue to provide all Star Alliance customer benefits.

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 recognized by numerous awards, including the Air Transport World Market Leadership Award and 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, Avianca, Brussels Airlines, Copa Airlines, Croatia Airlines, EGYPTAIR, Ethiopian Airlines, EVA Air, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Shenzhen Airlines, Singapore Airlines, South African Airways, SWISS, TAM Airlines, TAP Portugal, Turkish Airlines, THAI, United and US Airways. Overall, the Star Alliance network offers more than 21,900 daily flights to 1,328 airports in 195 countries. For further information please contact:

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