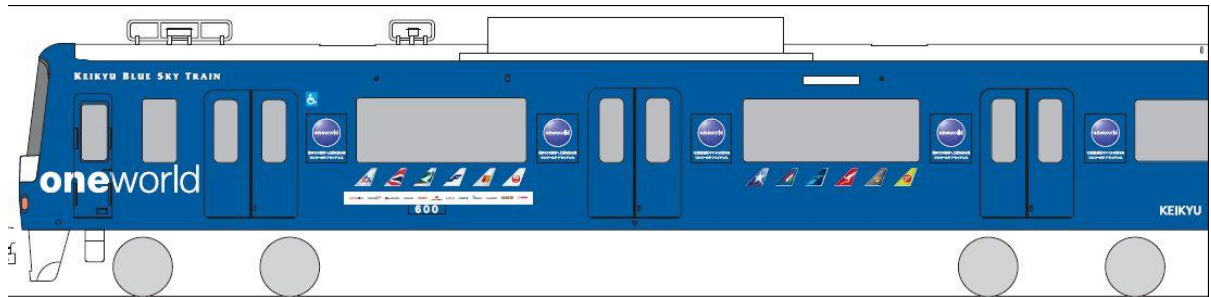




media information

oneworld Festival in Tokyo - oneworld and Japan railway company Keikyu team up to promote oneworld destinations

Keikyu Corporation, one of Japan’s major private railway companies, and quality airline alliance oneworld®, whose 6 members American Airlines, British Airways, Cathay Pacific, Finnair, Japan Airlines and Qantas Airways operate flights from Narita International Airport, are jointly organizing the “oneworld Festival” in Tokyo from August 1 to October 30, 2011. This 3-month long campaign will include a stamp rally; that runs through 9 of the busiest train stations in Tokyo, including Shinagawa and Haneda Airport on the Keikyu line until September 4; quizzes at stations, where participants can learn about aircraft and trains, and a special draw to win free tickets to New York (on American Airlines) to London (on British Airways), to Hong Kong (on Cathay Pacific) to Helsinki (Finnair), to Sydney (on Qantas) to Honolulu (on Japan Airlines) and other attractive prizes as well as original giveaways. Exhibitions with information of Keikyu, oneworld and its existing 12 member airlines will be held at the Keikyu Group hotels Shinagawa GOOS and Hotel Grand Pacific Le Daiba, with the latter featuring a nostalgic display of over 50 historical images of the companies. oneworld will have a total of 15 airlines in the alliance by the end of 2012 when current member-elects Air Berlin, Kingfisher Airlines and Malaysia Airlines officially join as full-fledge members.



During the length of the campaign, Keikyu will operate a train which runs through both Narita and Haneda airports which serve the capital city, wrapped with a special oneworld design, displaying the tailfins of every member airline externally and images of the alliance inside the train.

For customer enquiries, please contact Keikyu at 03-5789-8686 or 045-441-0999 from 7.30am to 9pm on weekdays, and from 9am to 5pm on weekends and public holidays. (For the period until August 26, operating hours on Friday will be 9am to 7pm.)

