



media information

SriLankan Airlines to join oneworld alliance

Monday, 11 June 2012: SriLankan Airlines is to join **oneworld**[®], adding one of Asia's fastest growing airlines to the world's leading quality airline alliance.

Its election as a **oneworld** member designate was announced as the Chief Executives of the alliance's member airlines gathered for a meeting of the group's Board, on the sidelines of IATA's 2012 World Air Transport Summit, which opens in Beijing today.

SriLankan is expected to be implemented into **oneworld** late next year, flying alongside some of the biggest and best brands in the airline business. Cathay Pacific will serve as its sponsor in joining **oneworld**, supporting the airline through its alliance implementation programme.

SriLankan already code-shares with **oneworld** member designate Malaysia Airlines – and today announced agreement in principle to code-share also with **oneworld** partners Royal Jordanian and S7 Airlines.

SriLankan Airlines has virtually doubled in size since peace returned to its home country three years ago and plans further substantial expansion to its fleet and network in the next few years.

It now operates a fleet of 21 aircraft and carried 3.5 million passengers last year between its Colombo base and 34 destinations in 22 countries across Asia, Europe and the Middle East, including **oneworld** hubs Hong Kong, London Heathrow, Kuala Lumpur, Moscow Domodedovo and Tokyo Narita, along with Bangkok and Singapore.

Besides flying as Sri Lanka's flagcarrier, it is also the largest international carrier serving the neighbouring Maldives and with a significant presence also in southern India.

Two established **oneworld** member airlines currently serve Sri Lanka – Cathay Pacific from its Hong Kong hub daily, and Royal Jordanian from its Amman base three times a week. Its main city Colombo is also on the network of **oneworld** member elect Malaysia Airlines. Opportunities for increasing the alliance's coverage of the country will be explored as SriLankan prepares to join.

Its addition will bring three new destinations on to the **oneworld** network, all in southern India – Kochi, Tiruchirapalli and Thiruvananthapuram, expanding **oneworld's** global coverage to some 860 destinations in more than 150 countries, served by a combined fleet of almost 2,500 aircraft operating some 9,000 flights and carrying almost a million passengers every day, generating annual revenues of more than US\$ 100 billion.

When SriLankan becomes part of **oneworld**, its customers will gain access to this truly global network. The 200,000 members of its FlySmiLes frequent flyer programme will be able to earn and redeem rewards on any of **oneworld's** other carriers, with top tier members able to use any of the group's 550 plus airport lounges, and its network will be covered by **oneworld's** market leading range of alliance fares.



American Airlines

BRITISH AIRWAYS

CATHAY PACIFIC

FINNAIR

IBERIA



LAN

QANTAS

ROYAL JORDANIAN

S7 AIRLINES

At the same time, the 120 million frequent flyer cardholders of **oneworld's** established airlines will be able to earn and redeem rewards when flying on SriLankan.

SriLankan Airlines Chairman Nishantha Wickremasinghe said: "With the world airline industry increasingly focused on alliances, SriLankan has carried out in-depth analysis of the options open to the airline as we enter this latest phase of our development. **oneworld** is very clearly the best option for us. Joining the alliance will help put SriLankan more firmly on the global aviation map and vastly improve Sri Lanka's connections with the rest of the world, with all that means for our country's vital tourism industry."

SriLankan Airlines Chief Executive Kapila Chandrasena added: "As an airline highly focused on quality service, we are extremely proud to have been invited to join the highest quality alliance with the best airline partners offering a global network that best complements our own. We look forward to completing all joining requirements as soon as possible."

American Airlines' Chairman and Chief Executive Tom Horton, Chairman of the oneworld Governing Board, said: "Today's agreement with SriLankan Airlines adds even more value for our customers who have made **oneworld** the first choice airline alliance for the world's frequent international travellers. We look forward to welcoming SriLankan to **oneworld**."

oneworld CEO Bruce Ashby said: "In SriLankan Airlines, **oneworld** is pleased to welcome a high-quality airline that will enhance **oneworld's** network and product offerings in one of the world's fastest growing regions for air travel demand."

Cathay Pacific Chief Executive John Slosar said: "SriLankan Airlines is a fine candidate for **oneworld**, with its growing reputation for customer service mirroring **oneworld's** own focus – and with Sri Lanka's economy growing faster than at any other time in the nation's history, the timing is right. Cathay Pacific is delighted to be serving as its sponsor in joining **oneworld**."

Images and logos

A selection of print-quality images and logos of SriLankan Airlines, **oneworld** and its existing member airlines can be downloaded from <http://www.oneworld.com/news-information/image-gallery/>. The SriLankan logo and images are posted there at <http://www.oneworld.com/news-information/image-gallery/list/?categoryID=4&subCategoryID=11>

About SriLankan Airlines

Tracing its origins back to 1947, SriLankan Airlines today is the flagcarrier airline for Sri Lanka but also the largest international airline serving the Maldives and with a significant presence in southern India too.

Using the airline code UL, it serves 34 destinations in 22 countries from its Colombo hub, carrying 3.5 million passengers in the year to end March 2012. Its fleet of 21 aircraft – seven Airbus A320s, five A330-200s and six A340-300s – has an average age of nine years. The company employs 5,565 staff.

SriLankan Airlines is majority owned by the Sri Lankan government and state-owned institutions.

About oneworld

oneworld aims to be the first choice airline alliance for the world's frequent international travellers. It brings together some of the best and biggest names in the airline business – airberlin, American Airlines, British Airways, Cathay Pacific, Finnair, Iberia, Japan Airlines, LAN, Qantas, Royal Jordanian and S7 Airlines, and around 20 affiliates including Austria's NIKI, American Eagle, Dragonair, LAN Argentina, LAN Ecuador and LAN Peru. Malaysia Airlines is on track to join later in 2012, with SriLankan now to follow in 2013. India's Kingfisher Airlines is also a member elect. Mexicana is an inactive member of the alliance.

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oneworld enables its members to offer their customers more services and benefits than any airline can provide on its own. These include a broader route network, opportunities to earn and redeem frequent flyer miles and points across the combined **oneworld** network and more airport lounges. **oneworld** also offers more alliance fares than any of its competitors.

oneworld is current holder of more international awards for airline alliances than any of its competitors - named the Best Airline Alliance by *Global Traveler* in its GT Tested Reader Survey 2011 Awards for the second year running, the World's Leading Airline Alliance in the 2011 World Travel Awards, for the ninth consecutive year, and the Best Airline Alliance 2011 in Australian Business Traveller's debut awards.

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