

oneworld Airline Alliance Launches First Ad Campaign in Japan

Tokyo, July 5, 2010: oneworld®, the leading quality airline alliance, is launching its first major advertising campaign in Japan this week.

The drive is aimed at raising awareness of oneworld in the country following Japan Airlines' reaffirmation of its membership of the group earlier this year. The campaign highlights the key services and benefits the alliance offers customers in Japan:

- Global reach, with the alliance's 11 existing member airlines serving more than 700 destinations in almost 150 countries.
- Benefits for frequent flyers, focusing on the 550 plus airport lounges accessible worldwide by top tier members in any oneworld member airline loyalty programme.



oneworld's Vice-President Commercial Nicolas Ferri said: "oneworld's new advertising campaign in Japan builds on the commitments the alliance has made to support our valued partner Japan Airlines during its restructuring. It shows the extensive worldwide network oneworld offers customers and the quality service they can expect when they travel with any oneworld member airline."

Japan Airlines' Executive Officer of Passenger Sales and Marketing Tadashi Fujita added: "We are excited that oneworld is investing in this advertising campaign to boost further the presence of the alliance and its member airlines in Japan. Competition in this region will increase with the opening of Tokyo Haneda airport to international scheduled flights in October and the anticipated Open Skies accord between Japan and the USA later this year. We strongly believe the heightened awareness of oneworld that this campaign will generate will help travellers make the right, informed choices for their travel from this country."

The campaign will feature print advertisements in some of Japan's leading newspapers and posters and banners at key Tokyo stations and various other novel placements, from this week to later this year.

It will be supported by an up-graded Japanese language version of the alliance's website: <http://ja.oneworld.com/enja/>



About oneworld

oneworld brings together some of the best and biggest names in the airline business - American Airlines, British Airways, Cathay Pacific, Finnair, Iberia, Japan Airlines, LAN, Malév Hungarian Airlines, Mexicana, Qantas and Royal Jordanian, and around 20 affiliates including American Eagle, Dragonair, LAN Argentina, LAN Ecuador and LAN Peru. Russia's S7 Airlines will join the alliance in 2010 with India's Kingfisher Airlines now also a member elect. Between them, these airlines:

- Serve more than 800 airports in nearly 150 countries, with some 9,000 daily departures.
- Offer nearly 550 airport lounges for premium customers.
- Carry some 340 million passengers a year.
- Operate a combined fleet of almost 2,500 aircraft.
- Generate more than US\$100 billion annual revenues in total.

Besides Japan Airlines, **oneworld** members American Airlines, British Airways, Cathay Pacific, Finnair and Qantas offer direct flights from and to Japan.

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 was named the World's Best Alliance two weeks ago in the 2010 World Airline Awards and has been voted the World's Leading Airline Alliance for the past seven years in the World Travel Awards. It is the only winner of this award since it was introduced in 2003.

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