

oneworld Celebrates 10th Anniversary

Tuesday, 3 February 2009: oneworld[®] marked the 10th anniversary of its launch by unveiling a series of initiatives at a special celebration in Madrid, attended by leaders of all member airlines of the alliance.



In oneworld's first 10 years, it generated US\$5 billion of revenues for its member airlines through its alliance fares and sales activities alone. Interline revenues - from passengers transferring from one member airlines' flights to another's - have reached more than US\$16 billion. Revenues from alliance sales activities have increased by 330 per cent in the decade - while its member airlines' overall passenger revenues have risen by just 100 per cent during the same period.

A series of initiatives and alliance firsts were announced, to mark oneworld's 10th birthday:

- A standard oneworld livery has been introduced which will be adopted by all of its member airlines on a proportion of their fleets as a symbol of their renewed commitment to the alliance.
- A 10 per cent cut in the price of all of oneworld consumer fares for ten weeks from February 01 to April 12, 2009. oneworld offers a wider range of alliance fares than its competitors, offering unrivalled choice for business executives traveling right around the world or student backpackers exploring one continent - and earning more than US\$850 million for oneworld's member airlines last year.
- The launch of its latest consumer fare - Circle Atlantic - offering travel through and between Europe and the Middle East, North America and South America.
- On-line enhancements to make booking flights on all of its member airlines easier than ever before - whether they are frequent flyer award redemption flights or regular tickets. This puts oneworld on track to be the first alliance to enable its airlines' frequent flyer program members to book on-line award flights on all oneworld airlines, and also the first alliance with every member airline selling through its own website flights operated by all its global alliance partners in conjunction with its own flights.
- A chance for customers to win a pair of Business Class tickets for travel all the way around the world on oneworld's airline members, simply by saying what services and benefits they would most like the alliance to offer in the future.

As oneworld begins its second decade, the alliance's member airlines are working on plans to enable them to unlock



even more potential with further benefits and services for travelers. They are preparing to welcome on board Mexicana and its affiliate Click Mexicana later this year and also, the alliance's biggest airport co-location project to date will be completed, with all of its on-line airlines at London Heathrow completing their moves from across all four of the airport's established terminals into just two. At Barcelona, all **oneworld** on-line airlines will also move later this year into the new Terminal Sur.

For more information, please visit the following website:

JAL + **oneworld**: <http://www.jal.co.jp/en/oneworld/>

oneworld News & Information: <http://www.oneworld.com/ow/news-and-information>

About Japan Airlines

The JAL Group is Asia's biggest airline group in terms of sales revenues and 2nd largest in Asia in terms of passengers carried annually. JAL Group airlines serve 214 airports in 33 countries and territories, including 60 airports in Japan. The international network covers over 240 passenger routes and 27 cargo routes, and the domestic network covers 156 routes. JAL and its seven subsidiary airlines make a total of up to 1,200 domestic and international routes passenger flights a day.

With around 23,000 employees in the air transport segment, JAL Group operates a fleet of some 270 aircraft including Boeing 747s and B777s and is now in the process of a major fleet renewal, introducing more fuel-efficient small and medium aircraft such as the B737 New Generation series and in the future the new high-tech Boeing 787 "Dreamliner".

JAL First Class offers fully reclining Skysleeper or New Skysleeper Solo seats. "JAL Executive Class - Seasons," introduces the concept of "quality time" spent on board and features the award-winning JAL Shell Flat Seat that reclines to almost the horizontal and provides a high degree of personal privacy. From December 2007 JAL started offering JAL Premium Economy on key business routes, and from August 2008 started introducing on US routes a luxurious new suite to JAL First Class and the JAL Shell NEO, a leading-edge seat for JAL Executive Class.

Top quality in-flight service has always been the hallmark of JAL's reputation. Cuisine offered in all classes is a combination of Western and Asian food. JAL carries a fine selection of award-winning wines and sake in First Class and JAL Executive Class - Seasons, JAL's business class. Quality in-flight entertainment systems are a feature of JAL's international fleet aircraft.

A member of the **oneworld** global alliance since April 2007, JAL offers customers many benefits, such as the JAL Mileage Bank frequent flier program.

About oneworld

Since its launch, **oneworld**'s membership has grown from an initial five airlines to ten today (eleven when Mexicana is added) plus around 20 affiliate members - all among the best quality carriers from their respective regions. Founders American Airlines, British



Airways, Cathay Pacific and Qantas have been joined by Iberia, Finnair, LAN, Japan Airlines, Malév Hungarian Airlines and Royal Jordanian.

Between them, **oneworld** member airlines:

- Serve almost 700 airports in nearly 150 countries, with some 8,500 daily departures.
- Offer some 550 airport lounges for premium customers.
- Carry 330 million passengers a year.
- Employ 300,000 people.
- Operate almost 2,300 aircraft.
- Generate US\$100 billion annual revenues.
- Account for 20 per cent of the entire world airline industry on most measures.

Collectively, the member airlines of **oneworld** represent the industry's most profitable collection of airline companies, generating net profits of US\$11.3 billion in the alliance's first decade, against US\$9.3 billion by the many more members in Star and collective losses of US\$19.5 billion by SkyTeam carriers.

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