

## **oneworld Alliance Extends 10% Discount for Another 10 Weeks** ~ To mark the 10<sup>th</sup> anniversary of its first airline recruits joining the alliance ~

**Tokyo, August 26, 2009:** oneworld®, the leading quality alliance, is offering 10 percent off the prices of its market-leading range of alliance fares worldwide for another 10 weeks to mark the 10<sup>th</sup> anniversary of the addition of its first airline recruits; Finnair and Iberia joined oneworld's founding members American Airlines, British Airways, Cathay Pacific and Qantas on September 1, 1999. Since then, Japan Airlines, Malév Hungarian Airlines and Royal Jordanian have joined, and Mexicana will board the alliance later this year with Russia's S7 Airlines following in 2010.

This second 10 percent discount offer runs from August 26, 2009 to November 3, 2009 inclusive. It applies to almost all oneworld alliance fares with the exception of fares offered by its member airlines individually or fares that are in conjunction with other carriers.



The alliance initially offered the 10 percent reduction for 10 weeks from February 1, 2009 to celebrate its 10 years of establishment. This was the first time any of the global alliances had offered such a special promotion across its range of consumer fares - and oneworld offers a wider choice of alliance fares than any of its alliance competitors.

Using any of the alliance's fares, flights can be on any of its ten member airlines - which include some of the best and biggest in the world - plus their 20 affiliated airlines - providing more choice and flexibility and great value for money. Between them, the oneworld alliance airlines serve some 700 destinations in around 150 countries worldwide with 9,000 flights a day.

When oneworld was launched in 1999, it had just one alliance fare. Today its portfolio of consumer fares has grown to 12 - more than any competitor alliance offers. Almost 100,000 passengers travelled on oneworld fares last year and the oneworld Explorer remains the most popular of the alliance's fares, used last year by around 50,000 passengers.

Offering a truly global network, oneworld is also the only airline alliance with member airlines who are based in South America, Australia and Asia's Middle East, making it an ideal alliance for travellers who want to visit those regions.

oneworld became the first in the travel industry to sell multi-airline round-the-world air tickets online when its new internet booking tool for its oneworld Explorer fare was switched on late last year. This also made oneworld the first global airline alliance to offer any of its consumer fares for sale through the worldwide web. The 10 percent 10<sup>th</sup> anniversary promotion is an added incentive for consumers and travel agents to try this facility.

Please see [oneworld.com/10years](http://oneworld.com/10years) for the terms and conditions of this promotion.



## About Japan Airlines

The JAL Group, Asia's largest airline group by operating revenue, serves some 220 airports in 35 countries and territories, including 60 airports in Japan. Its international network covers over 250 passenger routes and 28 cargo routes, while its domestic operations include flights on 143 routes.

With around 23,000 employees in the air transport segment, JAL Group operates a fleet of some 270 aircraft including Boeing 747s and 777s 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 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 Flat NEO, a leading-edge seat for JAL Executive Class.

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

**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, Qantas and Royal Jordanian, and around 20 affiliates including American Eagle, Dragonair, LAN Argentina, LAN Ecuador and LAN Peru. Mexicana and its affiliate Click Mexicana will join the alliance in 2009 and Russia's S7 Airlines in 2010. It is the only alliance with any airlines based in Australia, South America or Asia's Middle East.

Between them, these airlines:

- Serve almost 750 airports in nearly 150 countries, with some 8,500 daily departures.
- Offer nearly 550 airport lounges for premium customers.
- Carry some 330 million passengers a year.
- Employ 300,000 people.
- Operate almost 2,500 aircraft.
- Generate some US\$100 billion annual revenues in total.

**oneworld** was voted the World's Leading Airline Alliance for the sixth year running in the latest (2008) World Travel Awards. It is the only winner of this award since it was introduced in 2003.

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