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***Ethiopian Airlines trusts in AVIAREPS’
expertise and extends cooperation to Russia***

*Africa’s largest airline with extensive partner network enters new
market with great sales potential*

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Ethiopian Airlines advances its expansion plans and now enters the Russian market. To establish the brand locally, Africa’s largest airline chose AVIAREPS as its sales and marketing representative. With this new collaboration both parties continue their successful partnership. In Russia the multinational market leader will promote the attractive service range of Ethiopia’s flag carrier. Thanks to the extensive partner network, numerous feeder flights offered by Lufthansa and Aeroflot connect to Ethiopian Airlines’ flights leaving from the major European hubs in London (United Kingdom), Rome (Italy), Frankfurt (Germany), Paris (France), and Brussels (Belgium).

Founded in 1945, Ethiopian Airlines operates from its base in Addis Ababa and serves a total of 3424 direct and connecting flights to 58 international destinations in Africa, the Middle East and North America. In Europe the national carrier offers flights to six destinations (Brussels, Frankfurt, London, Paris, Rome and Stockholm). Within Ethiopia, Africa’s largest airline connects 17 domestic destinations.

Ethiopian Airlines is working on establishing the newest and youngest fleet and invests in the latest aviation technology. The airline already operates a modern fleet consisting of 29 Boeing aircraft (10 B767-300ERs, 8 B757-200ERs, 5 B737-700s, 2 B737-800s, 2 B757-360Fs and 2 B 747-200Fs), five Fokker 50, two Bombardier aircraft Q400 and two MD-11F.

In the coming years the fleet will continue to grow. The airline already ordered five Boeing B777-300 LR, ten Boeing B737-800 jets (delivery scheduled for November 2011), 10 Boeing B 787 Dreamliner jets, six Bombardier Q400 and 12 Airbus A350-900. With its growing fleet, Ethiopian Airlines can look forward to a splendid future air transport service both for passengers and for cargo.

The national carrier not only impresses with its high technological and service standards, but also with its commitment to social responsibility. In 2008, Ethiopian Airlines created the “FLY GREENER” campaign to improve the local environment by planting trees in Ethiopia. Since the launch of this initiative more than 7.5 million seedlings have been distributed to various areas of southern Ethiopia. Ethiopia’s flag carrier recently extended this campaign and now pledges to plant one tree for every passenger flown with Ethiopian Airlines.

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About AVIAREPS

Founded in Germany in 1994 with an extensive office network in over 40 countries, the AVIAREPS Group is the world's leading airline and tourism management company with over 75 airlines and 85 tourism clients in its portfolio. In addition to its core businesses, passenger GSA services and tourism marketing, clients can also choose from the successful company divisions public relations, advertising, IT solutions, financial services and airport marketing. For further information, please visit www.aviareps.com or follow us on twitter at http://twitter.com/Aviareps_Group.

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