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AVIAREPS looks for a company mascot and starts creativity competition

*Entries possible until 25 July 2010/ Non-cash prizes for the three
best ideas*

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AVIAREPS, the world's leading aviation and tourism management expert, is launching its first Creativity Competition. Staff members as well as clients, business partners and friends outside of AVIAREPS are invited to create a young and dynamic mascot. Until 25 July 2010 interested entrants, who must be at least 16, can take part and send their designs to press@aviareps.com. All designs will be posted on Facebook (http://www.facebook.com/pages/Aviareps_Group/365571210433?v=wall) for public discussion and voting. The three best ideas will be awarded non-cash prizes.

The challenge

With an extensive global office network, the AVIAREPS Group is the world's leading airline and tourism management company and has over 75 airlines and 85 tourism entities in its client portfolio. The Germany-based company stands for strong values and is global/multinational, flexible, dynamic and young. It wants to establish a consistent symbol reflecting the company's philosophy and uniting all employees. Those interested can give their creativity full scope and come up with a mascot, which can be an animal, a human being or even a figure springing from their fantasy. Only two

restrictions have to be obeyed: the new mascot must represent the values AVIAREPS stands for and the corporate colour “blue” should be used among others.

The procedure

Every entrant is allowed to submit one design. Participants can draw, take photos or create their mascot on the PC and send them together with a short explanation about what they want to express (designs in TIFF or jpeg format; explanation in English) to press@aviareps.com. Every idea will be uploaded at AVIAREPS' corporate site on Facebook (http://www.facebook.com/pages/Aviareps_Group/365571210433?v=wall) where all users can discuss it publicly. After closing the competition on 25 July 2010, the five best entries (pre-selected by AVIAREPS) will be posted on the corporate website www.aviareps.com for a public voting which will be open for one week (expected to start at the end of July 2010).

Prizes

AVIAREPS will award the entrants of the three best and most-voted designs with the following prizes:

- 1st prize – one game pad of your choice (Nintendo Wii or Xbox 360 slim)
- 2nd prize – one Apple iPod Nano (8 GB, colour of your choice) OR one wrist watch for women or men
- 3rd prize – one fitness set with several outdoor games OR one gift basket filled with goodies from the German coffeehouse “Dallmayr”

By taking part in this Creativity Competition entrants accept the Competition Rules which are published on Facebook:

<http://www.facebook.com/album.php?aid=456872&id=365571210433>

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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

avail themselves of services by the company's successful public relations, advertising, IT solutions, financial services and airport marketing divisions. For further information, please visit www.aviareps.com or follow us on twitter at http://twitter.com/Aviareps_Group .

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