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***Malév appoints AVIAREPS for direct sales and
marketing promotion in France***

Both parties sign GSA agreement

22 October 2010

With immediate effect, AVIAREPS will act as sales and marketing representative for oneworld member Malév in France. From its subsidiary based in the centre of Paris, headed by Jean-Michel Bohn, the world's leading expert in aviation and tourism management will handle all ticketing, sales and marketing activities on behalf of the Hungarian national carrier.

In May 2010, Malév was named the Best Airline Eastern Europe at this year's World Airline Awards in Hamburg (Germany). By appointing AVIAREPS as their General Sales Agent, the airline aims to provide the French market with a better level of service through a direct sales process and joint marketing promotion. Malév and AVIAREPS will be partnering to develop an online sales channel with new service offers and increase brand visibility towards the end customer.

Hungary's national carrier currently offers 6 daily flights between the capital cities of Paris and Budapest. As the renowned carrier is one of the most important carriers for travelers in South-East Europe, Malév offers smooth onward connections via Hungary. Furthermore, European passengers benefit

from Malév's sweeping network and the convenient onward connecting flights to the Middle East.



Photo: Malév – the Best Airline Eastern Europe 2010 – offers 6 daily flights from Paris to Budapest as well as smooth onward connections to South-East Europe and the Middle East
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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 80 airlines and up to 90 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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