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Czech Airlines extends cooperation with AVIAREPS to Hungary and Austria

*World's leading airline and tourism representative to handle sales,
marketing and ticketing as of 1 January, 2011*

*For a successful promotion of the carrier's flight services from
Budapest, Bratislava, Ljubljana, and Zurich*

30 November, 2010

As of 1 January, 2011, AVIAREPS will act as General Sales Agent (GSA) of Czech Airlines in Hungary and Austria. The world's leading airline and tourism management company will handle all future sales, marketing and ticketing activities on behalf of Czech's national carrier. Due to AVIAREPS' extensive experience in and knowledge of the Austrian and Hungarian markets, wide offer of its services and experience with airline and tourism management, Czech Airlines will reach more potential customers than ever before. The world's leading airline and tourism representative already acts as GSA for Czech Airlines in seven countries in Latin America.

The new accounts of SkyTeam alliance member Czech Airlines will be managed from AVIAREPS' subsidiaries based in Budapest and Vienna.

Responsible for all operations carried out in these two markets are János Varadi (General Manager for Hungary) and Sonja Buocz-Lamatsch (General Manager for Austria).

For passengers flying from/to Hungary, Czech Airlines currently offers three daily services between Prague and Budapest. Furthermore, the airline operates two daily flights on this route via code-sharing with Malév – Hungary's national carrier. Czech Airlines' online services leaving from the nearby cities of Bratislava (Slovakia), Ljubljana (Slovenia) and Zurich (Switzerland) will be of particular interest to passengers flying from Austria.

Founded in 1923, Czech Airlines (formerly Czechoslovak State Airlines) is recognized as one of the oldest airlines in the world. Today, the company provides connections from Prague, and increasingly also "via" Prague, to important destinations in Europe, the Middle East, and Asia. In cooperation with its partners, the prestigious carrier presently offers connections to 103 destinations in 45 countries around the world. As a SkyTeam alliance member, Czech Airlines cooperates with Aeroflot, Aeroméxico, Alitalia, Air Europa, Air France/KLM, China Southern, Delta Airlines, Kenya Airways, Korean Air, Tarom, and Vietnam Airlines.

Czech Airlines' fleet comprises 44 safe, state-of-the-art aircraft by three manufacturers – Airbus, Boeing, and ATR. For ten years in a row, Czech Airlines has won the "Best Airline" award granted by TTG Travel Czech Republic. Since 2004, Czech Airlines has also held primacy in the competition for the title of "Best Airline Based in Central/Eastern Europe" awarded by the international aviation organization Official Airline Guide.



Photo: Czech Airlines uses ATR 42/72 on several European routes such as Prague-Budapest. © Czech 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 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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