



Media release

Heathrow Airport, 2 September 2010

Swiss International Air Lines (SWISS) is today pleased to announce another accolade for the carrier. The airline has been ranked as one of the top Short – Haul Leisure Airlines 2010 at the Condé Nast Readers' Travel Awards.*

The airline was placed third in the ranking and achieved the highest rating in the food & catering category. Categories included the below factors:

- Punctuality/efficiency
- Service/staff
- Value for money
- Range of routes

Gregor Koncilja, UK and Ireland Country Manager, said, "We are proud to have been chosen by Condé Nast Traveller readers for the third time in a row as one of their top three favorite airlines. The results of the survey are proof of SWISS' hospitality and commitment to making our customers feel at home in the sky. Our score in the catering category is a further testament to the success of the "SWISS Taste of Switzerland" in-flight food service concept, which this month will see us bringing in the Mediterranean creations of Edgard Bovier, chef de cuisine at the Hotel Lausanne Palace & Spa, for the next three months for our First and Business travelers."

In addition, we are constantly working to maintain high customer satisfaction by enhancing our products and building new services and routes. This year for instance we started flying six times daily from London Heathrow to Geneva and we now also offer a new long – haul route from Zurich to San Francisco with excellent connections from the UK."

*Condé Nast readers were asked to score travel facilities and services out of a maximum of 100. The Readers' Travel Awards questionnaire asked readers to choose the best that the travel world has to offer, including airlines, hotels and airports. Readers were then asked to rate choices according to various criteria, such as service and value for money. Condé Nast calculated the average mark on each criterion, and used this to provide the overall satisfaction percentage figure that appears in the league tables.



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About SWISS

Swiss International Air Lines (SWISS) serves 73 destinations in 39 countries all over the world from its Zurich hub and its further Swiss international airports of Geneva and Basel. SWISS is operating a 78-aircraft fleet. Switzerland's national airline embodies traditional Swiss values such as "personal service", "in-depth quality" and "typical Swiss hospitality" – we aim to make each and every customer feel at home on our flights. In the UK & Ireland SWISS operates 33 daily flights from London Heathrow, London City, Birmingham International, Manchester and Dublin to Switzerland and, via its hubs, to the world. SWISS operates more flights daily between the UK and Switzerland than any other carrier and offers passengers the best ticket combinations – e.g. out on one of its many frequencies from London City and back to Heathrow either to Geneva or Zurich or vice versa. SWISS is a member of Europe's biggest Frequent Flyer Program, Miles&More, a member of Star Alliance and is one of the few carriers to operate an all-inclusive pricing model with no hidden costs. The carrier is furthermore the only carrier with a first class on all long haul flights. www.swiss.com/uk.