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Swiss International Air Lines (SWISS) is further strengthening its position in London. The airline will offer a new Airbus A320 in SWISS livery on the Heathrow to Geneva route starting 27 March 2011.

Thanks to the ongoing strength of its financial position and recently posted net profit of CHF 61 million for the first half of 2010, SWISS is able to further invest in new products and services for its customers.

SWISS will introduce its second own Airbus from the A320 family on its successful Heathrow to Geneva route, starting 27 March 2011. The route was launched on 10 January 2010 in response to high customer demand. Currently, three frequencies on this 6 times daily route are operated by sister airline bmi. As announced in November last year, this aircraft will now be replaced by an own SWISS Airbus. The route has experienced strong demand since its launch eight months ago. This initiative will further strengthen SWISS' already strong brand in the UK.

In addition to SWISS' award-winning product and services, the Heathrow-Geneva route offers travellers the benefit of recently upgraded SWISS facilities at Geneva airport, including new First, Business class and Senator Lounges. SWISS' Heathrow base in Terminal 1, offers an improved infrastructure with a new Star Alliance First and Business Class lounge, plus a fast-track option for its Premium guests.

"SWISS offers the highest number of flights from London Heathrow and London City to Switzerland" says UK & Ireland Country Manager Gregor Koncilja, commenting on the recent development. "It is the latest success of this route that has allowed us to further expand on this new service, and offer more customers the benefits of our modern aircraft, awarded crew for their friendliness and multilingual skills, our appreciated food concepts and SWISS' hospitality. Our daily flights from the UK & Ireland to Switzerland total 33 and we are confident that our prime schedules, competitive all-inclusive fares and free transportation of ski equipment will prove popular with our guests."

Based on this news SWISS will now fly all of the following routes and flights with its own product: Heathrow-Geneva, Heathrow-Zurich, London City-Geneva, London City-Zurich, London City-Basel, Manchester-Zurich, Manchester-Basel, Manchester-Geneva (within the winter week-end operation) and Dublin-Zurich.

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 85-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

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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