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Media release

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First SWISS SHOP opens at Zurich Airport

Travellers passing through Zurich Airport can now experience the popular SWISS SHOP “in the flesh”. The new outlet opened at the airport’s Terminal 1 today.

The first physical SWISS SHOP opened for business this morning on the departures level of Zurich Airport’s Terminal 1 facility. Swiss International Air Lines’ SWISS SHOP has already enjoyed sizeable success in its online form at www.swiss-shop.com.

The new SWISS SHOP outlet features a wide selection of travel, home, lifestyle, sports and entertainment items, all presented in over 60 square metres of stylish surrounds. As well as watches, jewellery, electronics and practical travel accessories, the range includes Wenger business bags and the exclusive SWISS travel baggage series offered by Rimowa and Navyboot. Aviation enthusiasts and model aircraft collectors are also well served: the shop stocks a selection of models of the SWISS aircraft fleet. And the first visitors will enjoy particularly attractive “opening offers” on various items.

As with the existing online SWISS SHOP, all items can be paid for in Swiss francs or with Miles & More award miles, or with a combination of the two (subject to a minimum part-payment of 7 500 miles). Miles & More members will also earn a further award mile for every franc they spend.

The Zurich Airport SWISS SHOP is open daily from 06:00 to 21:00.

About SWISS

Swiss International Air Lines (SWISS) serves 76 destinations in 40 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

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