



Media release

New York, 1 December 2010

SWISS First Wins Best Seat Design Award

Swiss International Air Lines Ltd., captured the Best Seat Design Award for SWISS First as announced today by Global Traveler magazine in its seventh consecutive year of the GT Tested Reader Survey drawing from more than 25,000 frequent and luxury travelers worldwide.

“We’re delighted to be there, of course. To earn this award for the second year running is not just an honor and a reward for our continuous investments in our First Class product; it’s an incentive to maintain these endeavors, too,” said Markus Binkert, SWISS Managing Director of Product and Services. “Our First Class is a cornerstone of the SWISS product range. Needless to say, it’s also an area in which we attach paramount importance to offering top-quality service – as one would expect from a Swiss-based airline. The feedback we receive from our US customers is especially vital to us here: after all, North America is our most important market outside Europe,” Binkert said.

The Global Traveler survey is an open-ended survey of its readers done to determine the best in 62 travel-related categories. The survey was conducted from January 1, 2010 to August 31, 2010. “The success of the GT Tested Reader Survey has been staggering,” said Francis X. Gallagher, publisher and CEO of Global Traveler. “Each year, more and more responses are received. Our readers certainly value the airlines, hotels and products they honor year after year,” said Gallagher.

In 2009, SWISS first introduced the new First Class cabin in conjunction with its fleet renewal program. The new SWISS First seat offers an exclusive design, superb comfort, and extensive privacy. The seat can be reclined at the touch of a button into a totally lie-flat bed that is more than six feet long (@6’ 6”). It is also equipped with a down-filled duvet, and incorporates an innovative pneumatic air cushion that can be adjusted to individual preferences in any seating position. Further extras include a 23-inch (currently the world’s biggest) inflight entertainment screen, and generous work surfaces and storage facilities.

Spacious surroundings and adjustable sidewalls contribute to passenger privacy, while sophisticated lighting and the contemporary-yet-warm SWISS design combine to create a pleasant sense of space. There is also an ottoman that can be used as a guest seat, complete with backrest and armrests, enabling the First Class passenger to dine or work with a fellow traveler at a generously-proportioned table.

New for 2011 will be further improvements to the SWISS premium cabin. “We’ll be unveiling further First Class product and service enhancements as well as having a SWISS First cabin aboard every single aircraft of our long-haul fleet,” Binkert said.

First Class Facts

- seat pitch = 83" (210.8 cm)
- seat length = 80" (203.2 cm)
- seat width = 22" (55.9 cm) seat area (i.e. between armrests)
- extended seat area = the seat pan can be extended for tall customers from 18" seat depth to 21"
- bed width = 28" (71.1 cm) in bed mode (with armrest lowered)
- table = 26" x 25"
- pneumatic air cushion (individually adjustable)
- spacious and adjustable "guest seat" function
- individually-adjustable sidewalls for privacy if desired
- extensive work surfaces and stowage facilities
- all seat functions also individually adjustable via touch screen handset
- biggest individual inflight entertainment screen currently available (23" / 58 cm)
- iPod, USB and electrical power sockets (110V, suitable for most European and for US devices)
- configuration: 8 seats in two rows (four seats per row)

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For photos of SWISS:
click onto: <http://toolbox.swiss.com>
username: media
password: media

Swiss International Air Lines Ltd.

For more information about SWISS, click onto www.swiss.com, call 1-877-FLY SWISS or contact your local travel agent. SWISS service is available from the following North American gateways: Boston, Chicago, Newark, New York, Los Angeles, Miami, Montreal, and San Francisco. SWISS serves 72 destinations in 39 countries, and is a member of the Star Alliance, the first truly global airline alliance established in 1997 to offer worldwide reach, recognition and seamless service to the international traveller. The Star Alliance offers 21,000 daily flights to 1,160 airports in 181 countries.

About Global Traveler

Global Traveler is a business travel and lifestyle publication and the magazine of choice among seasoned business travelers. *Global Traveler* is the only ABC-audited U.S. based magazine for the international business traveler, with an ABC circulation of 104,736+. The magazine is independently measured by MediaMark Research (MRI). No other monthly magazine in its category boasts a higher audited circulation or page count. Ninety percent of its readership has average household income in excess of \$100,000; 96 percent attended or graduated from colleges; and 98 percent of its readers are either top management or professionals.

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