

## Media release

Beverly Hills, Ca., December 1, 2011

A Premium Award For A Premium Airline

### **SWISS wins “Best First Class Seat Design” award**

**SWISS received top honors today with being voted as having the “Best First Class Seat Design” from frequent business and luxury travelers participating in *Global Traveler* (GT) magazine’s prestigious 8<sup>th</sup> annual *GT Tested Reader Survey*.**

More than 36,000 distinguished readers recognized airlines, hotels, loyalty programs and travel-related products in 66 categories. *Global Traveler* conducted the open-ended reader survey from January to August. This year's winners will be honored at cocktail reception tonight at The Peninsula Beverly Hills hotel in Beverly Hills.

“Being honored with this award confirms to us that we have met only the highest of standards which are appreciated from GT and its readers, and for this we are thankful. At SWISS, we are driven to exceed customer expectations. Our focus is our premium customers who trust us when it comes to comfort, luxury, and excellent service,” said SWISS Director of Passenger Sales USA Annette Reantragoon.

“We are excited to announce the eighth annual GT Tested Reader Survey award results,” said Francis X. Gallagher, publisher and CEO of *Global Traveler*. “We received more than 36,000 responses this year, which is staggering. And, our readers know the best; the 2011 winners were truly chosen by the cream of the crop. Congratulations to all the winners. The companies topping our list this year are the very best of the best.”

SWISS First offers complete comfort, luxury, tranquillity and privacy. This premium class of service offers a totally lie-flat bed (80” long), complete with a down duvet and pillow. On the Airbus A333, an innovative air cushion technology that only SWISS has, allows passengers to individually adjust seat firmness and select a massage function if they wish. Also on this aircraft is one of the largest inflight entertainment screens currently available measuring 23 inches along with an iPod plug-in.



Additionally, the cuisine onboard is award-winning. Starting today until the end of February 2012, SWISS will serve special meals from the Lenk/Simmental region of Switzerland's Bernese Oberland to First (and Business) Class passengers on long-haul services from Switzerland and on select European flights. This menu selection is part of the "SWISS Taste of Switzerland" award-winning inflight catering program that highlights the country's cuisine through menus designed by accomplished chefs from select regions of Switzerland. For quicker service, First Class passengers can prefer to select an "a la carte" dining option. Comfortable pajamas, an extended selection of magazines and a multitude of movies offered are all meant to create a home away from home atmosphere.

First Class passengers receive priority boarding and priority check-in for baggage, and are invited to luxurious SWISS lounge areas. Flexibility is also guaranteed on a complimentary basis for passengers who may need to change flights, and for Miles and More members (SWISS' frequent flyer program), triple mileage is offered to SWISS First passengers.

Fly SWISS First from the following convenient U.S. gateways: Boston, Chicago, New York, Los Angeles, Miami and San Francisco. As of March 31, SWISS First will be available from Newark International Airport via an Airbus A340 (offering SWISS Business and SWISS Economy too).

For more information about SWISS, call 1-877-FLY-SWISS, contact your local travel agent or click on [www.swiss.com](http://www.swiss.com).

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Swiss International Air Lines is the airline of Switzerland. It operates a fleet of 89 aircraft with which it transports some 15 million passengers annually to 72 destinations in 38 countries. SWISS operates more than 400 flights daily. As the national airline of Switzerland SWISS stands for its home country's traditional values and employs a workforce of 7,500 employees. SWISS is a member of the Lufthansa Group and a member of the Star Alliance, the world's largest network of airlines.



**About *Global Traveler*/FXExpress Publications, Inc.**

*Global Traveler*, the only ABC-audited U.S.-based magazine for the international business traveler, is a business travel and lifestyle publication with an ABC-paid circulation of 107,140+. FXExpress Publications, Inc., based in Yardley, Pa., is a privately held company publishing *Global Traveler*, *eFlyer*, *eFlyerAsia* and several annuals; and also operating [www.globaltravelerusa.com](http://www.globaltravelerusa.com), [www.globaltravellerasia.com](http://www.globaltravellerasia.com) and [blog.globaltravelerusa.com](http://blog.globaltravelerusa.com).