



## **ANNETTE REANTRAGOON APPOINTED GENERAL MANAGER USA FOR SWISS INTERNATIONAL AIR LINES LTD.**

**Uniondale, NY, March 2008 -- Annette Reantragoon, was recently named General Manager USA for Swiss International Air Lines Ltd. Her responsibilities include overseeing the management, sales, marketing, and general operations of SWISS in the United States. Prior to this appointment, Ms. Reantragoon was General Manager for Greater New York and USA West. These duties will continue under her new post.**

Ms. Reantragoon has spent most of her career in the aviation and travel industry holding various key sales and marketing positions. Starting as a Graduate Management Trainee with British Airways at Heathrow and then as a Product Planning Officer, she gained experience in all aspects of the airline business. Following this, she spent six years at U.K. airports holding various positions, starting as a Commercial Representative at Bristol Airport. In 1985, she was Marketing Manager for Airports UK (a subsidiary of the BAA) responsible for the marketing of Southend, Southampton, Exeter and Biggin Hill airports. In 1989, Ms. Reantragoon became Commercial Director for Princess Air, a start-up charter airline in the U.K., managing contracting, sales, marketing and the in-flight product. Ms. Reantragoon was also a lecturer at West Kent College, first as a member of a teaching team for vocational Business, Technology and Education Council (BTEC) courses. She was later promoted to Senior Lecturer responsible for the development and accreditation of a Higher National Degree (HND) course in Travel & Tourism.

Ms. Reantragoon relocated to the United States in 1995, and worked for GOGO Worldwide Vacations, a leading USA Tour Operator, as a Sales Co-ordinator. A year later, she joined Swissair as an Account Executive and was promoted to the positions of Leisure Sales Manager, Corporate Sales Manager and Regional Sales Manager. In April 2002, Ms. Reantragoon joined SWISS as Regional Sales Manager Greater New York, and has been involved in the management and policy development of sales initiatives throughout the United States, while managing U.S.-based corporate and direct sales teams. She has also led the coordination in North America with domestic and global airline alliance partners.

Ms. Reantragoon holds a Master's Degree in Business Administration (MBA) from Henley Management College in England, a Master's Degree in Tourism from Surrey University in England, and a Bachelor's Degree in Archaeology from England's Reading University.

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