



## **SWISS INTERNATIONAL AIR LINES NEWS MEDIA UPDATE MAY 2007**

### **New York, May 1, 2007 -- Swiss International Air Lines presents the following news updates from North America:**

- Free Golf Promotion
- Celebrating 50 years between Switzerland & Japan
- New SWISS Codeshare services to Salzburg, Naples, Catania
- Announcing 22 Daily Flights to London
- Special Summer Web Fare Offers to Europe Online Now
- Web Check-in Saves Time at the Airport
- Child Car Seats For Rent & Medical Services On Site at Zurich Airport

#### **FLY SWISS & RECEIVE FREE GOLF**

Star Alliance, the airline network for Earth™ is offering a complimentary round of golf or a golf lesson to all passengers with each purchase of an international round-trip ticket in first, business or select economy class from the United States on SWISS and other participating Star Alliance member carriers through May 31, 2007.

This special promotion is open to U.S. residents who are over 18 years of age. One must also be or become a frequent flyer member of a Star Alliance member carrier program. Passengers must first register prior to travel on [www.staralliance.com/golf](http://www.staralliance.com/golf). A valid e-mail address is required.

Three days after taking the qualifying trip, passengers will receive a redemption voucher with instructions on using it for either a complimentary round of golf or a golf lesson at any of the 200 participating golf courses worldwide. Vouchers can be redeemed online until November 26, 2007. In the United States, there are 56 participating golf courses which include Pebble Beach Resort, the Otter Creek Golf Course and the Pine Meadows Golf Club. In Switzerland, there are seven participating golf courses. Details can be found on the Star Alliance website.

#### **SWITZERLAND & JAPAN CELEBRATE 50 YEARS OF AIR TRANSPORT TOGETHER**

A SWISS Airbus A340 with registration HB-JMG was recently named *Luzern* as part of the 50th anniversary of air transport service between Switzerland and Japan. The city name appears on the exterior of the aircraft, and inside the cabin, the city's coat of arms is on display for passengers.

Lucerne Mayor Urs W. Studer recently performed the naming ceremony, which was also attended by Lucerne Tourism Director Marcel Perren and SWISS CEO Christoph Franz.

Fifty years ago, the first aircraft operating a scheduled commercial flight from Switzerland to Japan departed for Tokyo. Non-stop connections were not possible at that time, so the 62-seat DC-6B deployed on this flight made interim stops in Athens, Karachi, Bombay, Bangkok and Manila before arriving in Tokyo. A second weekly service was launched in the summer of 1957, touching down en route in Karachi, Calcutta, Bangkok and Hong Kong.

Today SWISS uses an Airbus A340 for daily flights between Zurich and Tokyo and is the only airline to offer non-stop service between the two countries.

## **NEW SWISS CODESHARE SERVICES TO SALZBURG, NAPLES & CATANIA**

SWISS is further expanding its route network for customer benefit and convenience by adding Salzburg, Naples and Catania to its European network under codeshare agreements with partner airline carriers.

As of May 1, Italian-based Air One began services from Zurich to Catania via Naples using a Canadair CRJ regional jet. These flights are operated as codeshare services with SWISS. Naples and Catania are served by one daily flight. The new connections further enhance the range of air travel available between Switzerland and Italy: SWISS customers already enjoy direct service to Rome, Milan and Venice.

Starting on June 4, service will be introduced on the Zurich-Salzburg route. The thrice-daily weekday service, with a further Sunday flight, will be operated by Cirrus Airlines using Dornier 328 equipment, under a codeshare agreement with SWISS.

## **LONDON-SWITZERLAND SERVICE INCREASED TO 22 DAILY FLIGHTS**

Heading to London on business? Consider flying SWISS and taking time to enjoy Switzerland's fabulous lakes, mountains and cities especially now since SWISS has increased service to 22 daily flights. With the introduction of an eighth daily flight from London City to Zurich, SWISS now offers a total of 16 flights per day to Basel, Geneva and Zurich from/to this airport. Another two flights daily are operated to Bern in codeshare with Darwin Airlines. Rounding out the comprehensive service are six daily flights from London Heathrow to Zurich.

## **SUMMER WEB FARE SPECIAL OFFER NOW ONLINE**

Click onto [www.swiss.com](http://www.swiss.com) for special web fares from the U.S. to select European destinations for travel departing May 18 through September 9, 2007. All fares are round-trip and include all taxes, fees and surcharges. Gateways include: Boston, Chicago, Los Angeles, Miami and New York. Seats are limited and certain restrictions apply. Available only online.

## **SAVE TIME AT THE AIRPORT WHEN TRAVELING TO U.S.**

SWISS passengers traveling to the U.S. can now utilize a new web check-in feature. When checking in via [swiss.com/webcheckin](http://swiss.com/webcheckin), passengers can now enter passport details and their addresses while in the USA, as required by American immigration officials. This information will be automatically sent via the airline's Departure Control System to the US Department of Homeland Security. Web check-in is available 1 to 24 hours prior to departure. Preferred seating can also be selected from availability. After entering the check-in data, passengers receive an electronic confirmation which can be printed for presentation to a dedicated check-in counter where bags can be checked and boarding cards obtained.

## **RENT CHILD CAR SAFETY SEATS & MORE AT ZURICH AIRPORT**

Passengers can now rent car safety seats for children, strollers and wheelchairs from the Zurich Airport Service Center. Shopping bags can also be held at the left luggage office for up to 12 hours for a flat fee. For more information, click onto [www.zurich-airport.com](http://www.zurich-airport.com).

## **MEDICAL & DENTAL SERVICES NOW AVAILABLE AT ZURICH AIRPORT**

Airport Medical Center and Airport Dental Services are within walking distance from the check-in areas and provide treatment and assistance for passengers, visitors to the airport, and people living in its immediate vicinity.

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*Swiss International Air Lines Ltd., is the national carrier of Switzerland currently flying to 70 worldwide destinations. North American gateways include: Boston, Chicago, Los Angeles, Miami, New York's JFK, Newark, and Montreal. For more information and to book a flight, click onto [www.swiss.com](http://www.swiss.com) or call 1-877-FLY SWISS. SWISS is a member of the Star Alliance, the first truly global airline alliance established in 1997 to offer customers worldwide reach and a smooth travel experience. The Star Alliance, the airline network for Earth™ offers 16,411 daily flights, more than 650 lounges worldwide, with service from 855 airports in 155 countries.*

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