



Media release

East Meadow, NY, November 17, 2011

New Twitter Contest @SWISS_US

Our Sign At SWISS Is A Promise: What's Your Sign? *Tweet For A Chance to enjoy a TAG Heuer timepiece*

SWISS USA announced a new Twitter contest today where account users have a chance to enjoy a TAG Heuer timepiece from the luxury Swiss watchmaker. The two premium partners have joined together to promote the airline's new brand campaign centered around the world renowned Swiss red and white cross – a universal sign of quality and excellence.

Launched on October 1, SWISS's new branding is focused on the tagline, "Our sign is a promise," as signified by the airline's red and white cross on the tailfins of the award-winning airline's fleet of 89 aircraft.

"Partnering with this premium Swiss watchmaker presents us with incredible opportunities on both ends to deliver our joint messages of quality, excellence and precision," said Renee Procida, USA Marketing and Partnerships for SWISS.

The "***What's Your Sign?***" contest is open to all those who follow @SWISS_US. To participate, one has to sign in to their Twitter account. Once logged onto Twitter, there are links and instructions to become a follower of @SWISS_US. For a contest entry, one simply has to:

- 1) follow [@SWISS_US](#)
- 2) post an "@ message" Tweet containing a picture, based on the prompt, "***What's Your Sign?***"
You will then automatically receive one (1) Contest entry after posting a tweet containing a picture based on the prompt, "***What's Your Sign?***" and by following the SWISS_US account.

The winner will enjoy the luxury of a fine Swiss timepiece, and be able to follow SWISS USA for further information and contests.

Experience the quality of Swiss service first hand. Fly SWISS from any of the following USA convenient gateways to Switzerland then beyond: Boston, Chicago, New York, Newark, Los Angeles, Miami, and San Francisco.

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Contest Information/Rules:

During the Period from November 17, 2011 at 12:01AM, to December 31, 2011 at 11:59PM Eastern Standard Time, Swiss International Air Lines is offering a contest through its US Twitter account. To participate, sign in to your Twitter account. If you do not have an account, visit www.twitter.com to create one. Twitter accounts are free. Twitter is not a sponsor or otherwise affiliated with this Contest. Once logged into your Twitter account, follow the links and instructions to become a follower of [@SWISS_US](https://twitter.com/SWISS_US). To enter the contest, you must take 2 simple steps: 1) follow [@SWISS_US](https://twitter.com/SWISS_US) and 2) post an "@ message" Tweet containing a picture, based on the prompt, "What's Your Sign?" You will automatically receive one (1) Contest entry after posting a tweet containing a picture based on the prompt, "What's Your Sign?" and by following the SWISS_US account. Winner receives a new TAG Heuer Watch, courtesy of TAG Heuer a (Swiss International Air Lines partner). Watch will be determined based upon TAG Heuer's inventory at the time of the Contest conclusion. Uploaded photographs must not contain any pornographic or illegal imagery (such submissions will be invalid and users will be blocked/Twitter notified). If you post updates to or receive updates from Twitter.com via SMS from your wireless phone, your wireless-service provider may charge you for each text message you send and receive. Please consult your wireless-service provider regarding its pricing plans. You must be an active holder of a Twitter account to be eligible to enter this Promotion. All terms and conditions of Twitter.com apply. Multiple entrants are not permitted to share the same Twitter account. Swiss International Air Lines employees and their family members are not eligible and submissions will not be counted. You must be 18 years or older to enter the contest. Odds of winning dependent on number of submissions. Winner determined via internal selection. Each valid tweet containing the above-required information will entitle an individual to one (1) entry in the Contest. Contest concludes on December 31, 2011 at 11:59PM Eastern Standard Time.

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 biggest network of airlines.

About TAG Heuer

TAG Heuer, which is proudly celebrating 150 years of Swiss watchmaking, has pioneered many major milestones in high-end watchmaking, particularly in the field of chronographs and ultimate precision. TAG Heuer is the first watchmaker to master luxury chronographs with an unsurpassed precision of 1/10th, 1/100th and 1/1,000th of a second. From the Olympic Games in the 1920s to its role as official timekeeper for the legendary Indy 500 race, with accuracy at 1/10,000th of a second, TAG Heuer, in a constant quest for innovation, excellence, performance and prestige, continues to aim ever higher.