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**PRESS RELEASE**

**NEW YORK TIMES FEATURES ETHIOPIA  
AS COMPELLING TRAVEL DESTINATION**

***Ethiopian Airlines Offers Exciting NEW Tour Packages***

NEW YORK, September 20, 2006 – The New York *Times*, long heralded as the international traveler’s most comprehensive resource for travel, published an in-depth profile on Ethiopia in the newspaper’s Sunday, September 17, 2006 edition. In the cover story of the Sunday Travel section, writers and photographers from the New York *Times* extolled the beauty, diversity, culture, cuisine and social fabric of Ethiopia.

This outstanding editorial coverage from the Sunday New York *Times* reached almost 1.7 million readers across the U.S. and the world. The feature story highlighted the cultural and religious appeal of the destination. Mekonnen Abebe, Director of North America for Ethiopian Airlines said, “Ethiopia is indeed an amazing country with so many wonders and a rich history. I take great pride in seeing that a prestigious newspaper like the New York *Times* understands so much of what my country offers, and felt that it warranted front-page attention in their travel section.”

With growing awareness due to stories such as these, more sophisticated travelers will discover Ethiopia, as a country that has intrigued visitors literally since the beginning of time. To help visitors discover the wonders and magic of Ethiopia, Ethiopian Airlines has developed three exciting new packages designed with international appeal. The programs and tours feature carefully designed itineraries that make even the most jaded traveler stand up and take notice. The three new Ethiopian Airlines packages and tours are 1) The History and Magic of Ethiopia; 2) Ethiopia – The Total Tour: From North to South; and 3) Historic Ethiopia & Kenya Safari Tour.

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### **The History & Magic of Ethiopia Tour Package**

This is a one-week magical journey takes you to Addis Ababa-Africa's Diplomatic Capital; Bahar Dar, home of Lake Tana, source of the Blue Nile; Gondar-the Camelot of Africa; Lalibela-The Eighth Wonder of the World; and Axum with its mysterious monoliths.

### **Ethiopia – The Total Tour: From North to South**

This exciting tour includes visits to Addis Ababa as well as the opportunity to explore all of the wonders of the Ethiopia. You'll visit local villagers in Baco, Mursi, Hammer, Turmi and Konso where you'll undoubtedly uncover the nooks and crannies that make Ethiopia spectacular and unique.

### **Historic Ethiopia & Kenya Safari Tour**

This amazing journey includes all of the History and Magic Tour and adds in a city tour of Nairobi and an exciting safari with game drives at two of Kenya's most spectacular game parks. It puts the wonders of two great African countries together for one amazing vacation of a lifetime experience.

### **About Ethiopian Airlines**

Ethiopian Airlines is one of the largest airlines in Africa and features four weekly flights from Washington, D.C.'s Dulles International Airport. The airline offers both morning and evening departures, with the morning departure allowing seamless connections to 28 African destinations. The airline's website, [www.ethiopianairlines.com](http://www.ethiopianairlines.com) provides excellent information on additional flights, services and special web fares. Ethiopian Airlines provides seamless connections to 44 destinations around the globe including 28 in Africa via its Addis Ababa hub. Major destinations served include: Abidjan, Accra, Addis Ababa, Amsterdam, Bamako, Bangkok, Beijing, Beirut, Brazzaville, Brussels, Bujumbura, Cairo, Dakar, Dar Es-Salaam, Delhi, Djibouti, Douala, Dubai, Entebbe, Frankfurt, Guangzhou, Harare, Hargiesa, Hong Kong, Jeddah, Johannesburg, Khartoum, Kigali, Kilimanjaro, Kinshasa, Lagos, Libreville, Lilongwe, Lome, London, Luanda, Lusaka, Mumbai, Nairobi, N'djamena, Paris, Rome, Stockholm, Tel-Aviv, and Washington, D.C. Learn more about Ethiopian Airlines at [www.ethiopianairlines.com](http://www.ethiopianairlines.com)

### **A copy of the New York Times article can be found at:**

<http://travel2.nytimes.com/2006/09/17/travel/17ethiopia.html?ex=1159070400&en=7fca91f07ce05574&ei=5070&emc=eta1>

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