

PRESS RELEASE

Ethiopian Airlines Journeys Expands Package Offerings for 2010 to Cover More Destinations throughout Africa



Tour Operator Grows Product Line to Meet Increasing Demand for African Vacations

Washington, D.C. – December 1, 2009 – Ethiopian Airlines Journeys is expanding its vacation package product offerings in 2010 to deliver vacations throughout Africa. Leveraging the fact that Ethiopian Airlines connects to more destinations in Africa than any other airline, the airline’s tour operator subsidiary is packaging and marketing a wider variety of African leisure travel experiences for the U.S. consumer.

The first new package offerings will include Uganda and Rwanda. As the 2010 rollout continues, additional destinations will include Djibouti, Egypt, Zambia, and Zimbabwe, among others. In Uganda, gorilla tracking is an unforgettable experience; the Murchison Falls Park offers relaxing Nile cruises, Queen Elizabeth Park scenery and adventure in Lake Edward. Rwanda provides a remarkably serene adventure setting in which travelers can find themselves peering through mist-shrouded bamboo into the eyes of a magnificent silverback mountain gorilla.

Like all Ethiopian Airlines Journeys’ vacation packages, each of these new experiences will be fully customizable and feature complete itineraries, hotels, knowledgeable guides and meal options. First-time visitors can be assured of a valuable experience, which larger groups have a complete solution to cover every detail to destinations they may not have been able to consider in the past.

“Interest in Africa and travel to Africa continue to rise and Ethiopian Airlines is perfectly positioned to best serve the growing demand,” said Paul Cohen, President of Ethiopian Airlines Journeys. “Growing our product line-up to include all Ethiopian Airlines’ African destinations, Ethiopian Airlines Journeys will become the only tour operator in the world to offer fully customizable tours to North, South, East, West and Central Africa.”

Over the past two years, Ethiopian Airlines Journeys has been successful at developing, marketing and delivering vacation travel packages to Ethiopia, along with safari add-ons to Kenya and Tanzania. The history and culture of the religious and archaeological wonders that can only be experienced in Ethiopia has inspired thousands of U.S. travelers, and word is getting out: Africa is home to the world’s next generation of must-visit travel destinations.

Ethiopian Airlines Journeys is the link between the Ethiopian Airlines, ground operators and hotels in Africa, and the American consumer who seeks an unforgettable travel experience. For more than 60 years, Ethiopian Airlines has been the leader in African aviation. Today the company is profitable and growing... a rarity among international airlines in 2009.

About Ethiopian Airlines Journeys

The finest vacation experiences in Ethiopia and East Africa begin with Ethiopian Airlines Journeys. Ethiopian Airlines Journeys is a single-source solution to plan and realize a truly authentic vacation in one of the most exciting and historical regions of Africa. The company provides the very best service, from friendly expert guides to comfortable accommodations to delightful meals to the most fascinating African experiences. This is all provided with total customization, built around each traveler's preferences and interests. Call toll-free 1-866-599-3797 or visit www.seeyouinethiopia.com for more information.

About Ethiopian Airlines

Ethiopian Airlines is one of the largest airlines in Africa serving 56 destinations around the globe. As the winner of the 2007 African Business of the Year and Best African Airline Award for 2006, its service and quality are unparalleled among African airlines. Featuring five flights weekly from Washington, D.C.'s Dulles International Airport, the airline offers both morning and evening departures, with the morning departure allowing seamless connections to 35 African destinations. The airline's web site provides excellent information on additional flights, services and special web fares. For more information about Ethiopian Airlines, visit www.ethiopianairlines.com.

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