



NEWS RELEASE

Ethiopian Airlines Goes Green

Ethiopian Airlines & Greener Ethiopia unveil plans to make Ethiopian Airlines the first Green airline in the world

Washington, DC, October 29, 2007 – Ethiopian Airlines and Greener Ethiopia unveiled joint plans to plant two million trees throughout Ethiopia during the Ethiopian Millennium year, launching a long-term environmental campaign to be known as FLY GREENER.

Ethiopian Airlines recognizes that planting trees is far from adequate to offset damage imposed on the environment, which has led them to leverage the expertise, infrastructure and agro-forestry services of Greener Ethiopia to develop a long-term program to be scaled up on a yearly basis. Mr. Pascal Woldemariam, Chairman of Greener Ethiopia, explained, "Our nurseries will enable us to meet the target of planting 2,000,000 trees on behalf of Ethiopian Airlines during our Millennium year. Our strategy is to plant seedlings of multi-purpose trees that are certain to bring sustainable livelihood to farming communities."

Mr. Girma Wake, Chief Executive Officer of Ethiopian agreed, "While our primary mandate is to move passengers and cargo and to generate revenue, we cannot ignore the bigger picture of making the world we live in a better place by contributing our share. We have already begun the move to make a difference with our decision to fly the Boeing 787 Dreamliner™®, the most environmentally friendly aircraft. In addition Greener Ethiopia has given us a credible way to pay back our environmental debt. The Millennium Year commitment to plant two million trees is a small step in this direction."

The Ethiopian people are the shareholders of the airline. The Board and airline management entrusted with ensuring excellence in service and portfolio performance, and they are constantly seeking ways to have a meaningful impact in the daily life of Ethiopians. Wake said, "We truly believe that, as collective owners of the airline, the people deserve to see with their own eyes their airline bringing environmental and developmental values directly to their lives."

The campaign has enlisted the support of several international and local institutions to implement this new program. Chairman of Greener Ethiopia, Woldemariam said, "Ethiopian Airlines is our country's flag-bearer and symbol of excellence in management and operation. Our pride compels us to raise the bar higher by making Ethiopian the first green airline in the world." Greener Ethiopia's approach will be to first get all segments of Ethiopia, including those abroad, excited about the campaign. The Woreda agricultural extension services, the community nurseries and peasant associations, and Ethiopian civic groups in the U.S. already constitute the core partnership in all Greener Ethiopia projects.

The Environmental Protection Agency, Addis Ababa Administration and several major corporations have been flagged to join the campaign. Internationally, the campaign will join hands with Trees for the Future, United Nations Environment Program and the U.S. National Arbor Day, among others.

Ethiopian Airlines is giving Greener Ethiopia ample logistical support and credentials to raise funds from philanthropic sources and to mobilize volunteers from around the world. Supporters of the campaign will be able to monitor progress through the in-flight publications, films and site visits. Promotional events, posters, billboards and media projects will be regular features of the Fly Greener – Fly Ethiopian campaign.

About Ethiopian Airlines

Ethiopian Airlines is one of the largest airlines in Africa, as winner of the 2007 African Business of the Year and Best African Airline Award for 2006 service and quality are superior when flying Ethiopian Airlines. Featuring six 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 28 African destinations. The airline's website provides excellent information on additional flights services and special web fares. Ethiopian Airlines provides seamless connections to 50 destinations around the globe. For more information about Ethiopian Airlines visit, www.seeyouinethiopia.com

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