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NEWS RELEASE

ETHIOPIAN AIRLINES LAUNCHES “ETHIOPIAN JOURNEYS”

New vacation packages showcasing the best of East Africa!

WASHINGTON, D.C. March 29, 2008 — Ethiopian Airlines today launched “Ethiopian Journeys,” a new collection of vacation packages showcasing the best of East Africa. Ethiopian Journeys promises to bring together the most awe-inspiring experiences of East Africa, packaged in tours that have been designed for the U.S. travel consumer.

All vacation packages feature Ethiopian Airlines outstanding service (Africa’s 2007 Business of the Year and the Best African Airline Award winner for 2006), plus hotel, land tours, and more. Ethiopian Journeys brings to life the best of East Africa in three distinct tour packages.

- The “Queen of Sheba Tour” features the northern historic and cultural route of Ethiopia. Highlights include the famous Blue Nile Falls, Gondar’s magnificent castles and churches from centuries past, Lalibela’s fascinating churches carved from solid rock, the ancient history of Ethiopia’s oldest city Axum, and much more.
- The “Tanzanian Odyssey” features one of the finest safari experiences in all of Africa. Highlights include the expansive landscapes and wildlife of the Serengeti National Park, the inimitable Mount Kilimanjaro, the spectacular views and range of species of the Ngorongoro Crater (know as the “Eden of Africa”), and more.
- The “Ethiopian Tribal Discovery” tour features the southern route of Ethiopia where travelers can literally step into a looking glass into a time and culture that is supremely unique. Here travelers can discover amazing tribal communities that have seen little change over the last thousand years.

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The new tour packages combine the excitement of an African safari with the immense history that only the cradle of humanity can provide. It is simply the easiest way to tour Africa's treasures, from the exotic wildlife on a safari in Tanzania to the some of the greatest historical sites known to mankind and preserved by their UNESCO World Heritage site designation.

To begin planning a vacation of East Africa, all travelers need to do is visit www.seeyouinethiopia.com or call toll-free 1-866-599-3797. Best of all, Ethiopian Journeys is prepared to customize any of these tours to meet travelers' specific needs.

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 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 29 African destinations. The airline's web site 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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