

PRESS RELEASE

Winner of Ethiopian Airlines Journeys/ESPN 980 Radio Sweepstakes Announced



Washington, D.C. – September 21, 2009 – Ethiopian Airlines Journeys and ESPN 980 selected the winner of the “Ethiopian Experience” travel package during the live radio broadcast of the Washington Redskins’ home opener against the St. Louis Rams.

Elizabeth Terry of Washington, DC was announced as the Ethiopian Airlines Journeys/ESPN 980 Radio trip giveaway sweepstakes winner. Ms. Terry and a guest will fly courtesy of Ethiopian Airlines to Addis Ababa, where they will begin a 5-day *Ethiopian Experience Tour* through the Northern route of Ethiopia.

Upon finding out that she had won this amazing trip, Ms. Terry said, "I've been interested in visiting East Africa since I was a child, and living in Washington you can't help but be especially curious about Ethiopian culture after eating at our great Ethiopian restaurants and meeting so many people from that part of the world. I'm so excited to finally get the chance to see this beautiful and fascinating country!"

From the start, the uniqueness of Ethiopia as a tourism destination was not lost on ESPN 980. Said Director of Marketing, Allyson Butler, “To be able to offer our ESPN 980 listeners the chance to experience an Ethiopian Airlines Journey has been exciting. It’s one of the most unique prizes we have had the opportunity to give away to our fans.”

The sweepstakes was part of a continuing effort to showcase Ethiopian Airlines service from Washington Dulles International Airport and promote the positive tourism attributes of East Africa, and was the highlight of a larger integrated promotions platform that included such things as in-stadium, online and radio promotions, joint public and media relations, and database marketing.

About Ethiopian Airlines

Ethiopian Airlines is one of the largest airlines in Africa serving 53 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 32 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.

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.

For information or press materials contact:

Mr. Benjamin J. Sills, Partner Concepts LLC

Telephone: 410-224-7688

Fax: 410-224-1499

E-mail: ben@partnerconcepts.com