

PRESS RELEASE

## Evander Holyfield to Fight in Historic Match in Ethiopia



### *Ethiopian Airlines Journeys offering exclusive packages.*

Washington, D.C. – June 15, 2009 — Former world heavyweight champion Evander Holyfield will fight a historic exhibition match in Addis Ababa, Ethiopia on July 25. Holyfield’s opponent will be Sammy Retta, an Ethiopian-born American who moved from Addis to Washington, D.C. when he was 16.

“I continue to strive to be the very best and I look forward to bringing it all to Ethiopia,” Holyfield told reporters according to Africa News.

“I feel so tremendous,” said Retta, at a recent news conference. “Fighting Evander is like Ali fighting in Africa.” Retta has a 18-3 professional record and was quoted at his news conference.

This boxing event will be the largest of its kind in Africa since 1974’s “Rumble in the Jungle” match between Muhammad Ali and George Forman in Zaire. The historical “Rumble in the Jungle” helped pave the way for American athletes and the sport of boxing to gain worldwide fame in the 70’s. The Ethiopian boxing match will hope to accomplish similar cultural and sporting achievements and help to increase tourism into Ethiopia.

Ethiopian Airlines Journeys is offering exclusive travel packages for boxing fans to attend the boxing exhibition and explore Ethiopia. In addition to tickets to the main event, each package will include a 3-night stay in Addis Ababa, meals, a tour of downtown Addis, and round-trip airfare on Ethiopian Airlines, Africa’s premier airline. Beyond Addis, Ethiopian Airlines Journeys is offering two options for travelers to continue their journey throughout Africa. The first option is a tour of the northern route of Ethiopia, which features several UNESCO World Heritage Sites in Lalibela, Axum, Gondar, and Bahir Dar. The second option is a journey to Tanzania to experience some of the best safaris that Africa has to offer. Famous for its plentiful wildlife, Tanzania is home to Mt. Kilimanjaro, the Ngorongoro Crater, and the Serengeti National Park.

### *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](http://www.seeyouinethiopia.com) for more information.

***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](http://www.ethiopianairlines.com).

***For information or press materials contact:***

Mr. Jordan Weitzman, Partner Concepts LLC

Telephone: 410-224-7688

Fax: 410-224-1499

E-mail: [Jordan@partnerconcepts.com](mailto:Jordan@partnerconcepts.com)