

PRESS RELEASE

## **Ethiopian Airlines Journeys Partners with ESPN980 Redskins Radio Network to Give Away a Trip of a Lifetime to East Africa**



Washington, D.C. – August 19, 2009 – Ethiopian Airlines announced today that it has partnered with ESPN980/Redskins Radio Network in an effort to showcase Ethiopian Airlines service from Washington Dulles International Airport and promote the positive tourism attributes of East Africa. After several days of planning, the partnering companies are set to launch an integrated promotions platform that will include a trip giveaway sweepstakes for two, in-stadium, online and radio promotions, joint public and media relations, and database marketing.

Ethiopian Airlines plans to utilize the power and audience of ESPN980 to reach avid international travelers. According to the network, some 201,064 Redskins Radio listeners say that they've used Washington Dulles International Airport as a point of departure, and 33.9% of these say they plan on making three or more foreign trips over the next year. For this reason, Ethiopian Airlines believes their newest partnership represents an outstanding opportunity to both positively influence public perception regarding East African travel and generate fresh interest in Ethiopia among consumers.

On August 28, 2009, representatives from Ethiopian Airlines will be on-hand at Fed-Ex Field to engage football enthusiasts and ESPN980 listeners one-on-one at a specially designed booth. Before, during and after the game, visitors can stop by to learn about all that Ethiopia has to offer and enter to win a 5-day getaway for two to Ethiopia that includes a once-in-a-lifetime opportunity for the winner to join ESPN980 talent as an on-air guest upon their return. As a major event sponsor, Ethiopian Airlines will be prominently displayed on the opening and closing billboards during the Pre and Post Game Shows and will be featured on ESPN980.com and in several custom produced, local and network radio commercials.

Sweepstakes entries may be submitted either online at ESPN980.com or in person at Fed-Ex Field on August 28, 2009.

### ***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).

***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.

***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](mailto:ben@partnerconcepts.com)