



## NEWS RELEASE

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# Ethiopian Airlines Journeys Launches Trip Giveaway with DC 101 and Mervis Diamonds Importers

*Listen to “Elliot in the Morning” on DC 101 to win a journey of a lifetime*

Washington, D.C. – December 2, 2008 — Ethiopian Airlines Journeys is offering travelers an early holiday gift this year with a special trip giveaway in partnership with DC 101 and Mervis Diamonds Importers. One lucky winner and guest will be treated to an East African journey of a lifetime, with special guests Elliot Segal and Ronnie Mervis.

Ethiopian Airlines Journeys has joined together with popular disc jockey Elliot Segal of “Elliot in the Morning” on DC 101 and diamond retailer extraordinaire Ronnie Mervis of Mervis Diamond Importers to give away a trip for two to East Africa. But that’s not all... Elliot and Ronnie will accompany the lucky winners on this African safari and broadcast live from locations throughout East Africa.

The sweepstakes was announced this morning. The next step is to keep the radio tuned to DC 101; listen to “Elliot in the Morning” every morning from 6:00 to 10:00 AM for more information on this adventure and how to win.

“In case you thought Africa was wild, just wait... this DC 101 adventure will set a new standard,” said Ronnie Mervis of Mervis Diamond Importers.

The itinerary includes a night in the capital of Ethiopia, Addis Ababa, to experience Ethiopia’s incredible coffee, unique culture and ancient history with special guest, retired NBA star Manute Bol. Fly to Lalibela and try not to get in too much trouble with Elliott and Ronnie as you visit centuries-old churches that were literally carved from rock. The last stop is Tanzania to get wild on a safari among lions, leopards, elephants, and more. Watch as Elliot and Ronnie broadcast live and share their African adventure to listeners in the U.S.

If you don’t win, but still want to join the fun, DC 101, Mervis Diamonds Importers and Ethiopian Airlines Journeys are also offering specially discounted packages to listeners to join Elliott and Ronnie on their East African Adventure. Visit [www.seeyouinethiopia.com](http://www.seeyouinethiopia.com) for package information.

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### ***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 50 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 29 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).

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