

PRESS RELEASE

Ethiopian Airlines Announced as Title Sponsor of 2009 Great Ethiopian Run



Washington, D.C. – October 2, 2009 – Ethiopian Airlines is proud to announce that it has become the Title Sponsor of the 2009 Ethiopian Great Run. Scheduled to take place in Addis Ababa on November 22, 2009, the Great Ethiopian Airlines Run, the 9th edition of the race, is widely regarded as one of the biggest and most popular 10k road races in the world.

“Ethiopian Airlines is delighted to be Title Sponsor of the 2009 Great Ethiopian Run, enhancing its affinity to the growing road race in Ethiopia. The airline has been sponsoring the Great Ethiopian Run as ‘Official Airline of the Race’ for the last three consecutive years, and this year the airline has further strengthened its partnership with the organizers by becoming the Title Sponsor of the race to help raise funds for charity,” said Mr. Yeneneh Tekleyes, Director Advertising and Promotions of Ethiopian Airlines.

Board Chairman of the Great Ethiopian Run and long-distance track and road running superstar, Haile Gebrselassie added, “Ethiopian Airlines helped me as a young athlete before I came to Addis and now I am thrilled that the national carrier has been appointed to be the Title Sponsor of the 2009 Great Ethiopian Run in which more than 33,000 people are expected to participate. We are pleased to partner with Ethiopian Airlines and we look forward to a long-lasting partnership.”

Billed as “the world’s toughest fun run,” the Great Ethiopian Run is an independent NGO with the mission of staging mass-participation running events in Ethiopia since 2001. In recent years the mass races have been attracting more participants including elite athletes from the country and overseas.

If you are interested in taking part in the 2009 Great Ethiopian Run as either a spectator or participant, visit www.seeyouinethiopia.com or call Ethiopian Airlines Journeys at 1-866-599-3797.

Join us in Addis Ababa on November 22, 2009, and show your support!

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.

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