

MEDIA ADVISORY



Where:

Ethiopian Airlines Journeys Office, Annapolis, MD

When:

Manute will be available for interviews with accredited media from 10:00am-3:00 pm on Friday, April 3, 2009.

Why:

Manute Bol took on the role of Ethiopian Airlines Brand Ambassador because he believes in the value of travel – both for Americans to expand their cultural perspectives and for the economic development of Africa. In addition, he provides a unique point of view as a retired professional athlete who is now an advocate for the people of Sudan and Africa.

How:

To schedule an interview on Friday April 3, 2009, please call or email:

Jordan Weitzman, Ethiopian Airlines Journeys

T: +1.410.224.7688

Email: jordan@partnerconcepts.com

About Manute Bol

Born and raised in Sudan, Manute Bol offers a friendly, recognizable face, as well as a wealth of knowledge and love of Africa. Previously, Bol spent ten years in the NBA, playing with the Washington Bullets, Golden State Warriors, Philadelphia 76ers, and the Miami Heat. He was not only one of the tallest players to ever play in the NBA, but he was also one of the most imposing defensive players. Bol has also been very active in charitable causes supporting his nation of Sudan. He established the Ring True Foundation in order to continue fundraising for Sudan and has been involved in promotional activities to raise awareness and funds for his foundation.

About 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. Call toll-free 1-866-599-3797 or visit www.seeyouinethiopia.com for more information.