

PRESS RELEASE



Ethiopian Airlines Names New Regional Director USA, Canada & The Americas

Washington, D.C. – July 10, 2009 – Ethiopian Airlines today named Mr. Kagnew F. Asfaw as the new Regional Director USA, Canada & The Americas. In his new role, Mr. Asfaw will coordinate sales activities that support Ethiopian Airlines global strategy, as well as maximize revenue-generating opportunities.

Mr. Asfaw has more than 20 years of experience with Ethiopian Airlines, having first joined the company in 1987 as a Systems Engineer, responsible for the preparation of engineering orders (EO) for the modification of B767, B757 and ATR42 aircraft. Since then, Mr. Asfaw has gone on to fill such senior positions as Promotion and Customer Services Division Manager, Passenger Sales Manager – Addis Ababa, Ethiopia, and most recently served as Passenger Revenue and Capacity Management Director.

“The U.S. is strategically very important to the airline, and one of our major markets. I am very pleased to join the U.S. branch where we have a significant opportunity to continue to grow the airline,” Mr. Asfaw said. “East Africa, if not all of Africa, has so much to offer American travelers who are seeking new cultural, historical and spiritual adventures. My mission is to diversify our market by reaching out to the mainstream American travelers and showing them all that Ethiopia – and Africa – has to offer.”

A frequent guest speaker at the Ethiopian Management Institute, Mr. Asfaw holds a Master of Science degree in mechanical engineering from Vorishilograd Machine Building Institute, Ukraine, and an MBA from Rollins College, Crummer Graduate School of Business, Winter Park, Florida.

About Ethiopian Airlines

Ethiopian Airlines is one of the largest airlines in Africa serving 53 destinations around the globe. As the winner of the 2009 Airline of the Year, 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.

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