

Ethiopian Airlines Stronger than Ever in the U.S. Market in 2009

Creative promotions in the mid-Atlantic market spark interest in Africa's premier carrier

Washington, D.C. – March 9, 2009 — While many in the travel industry are struggling, Ethiopian Airlines has been making a name for itself in the greater Washington metropolitan area with a string of powerful promotions that are placing Africa's premier carrier before many consumers for the first time... and the phones are ringing.

Ethiopian Airlines was the official carrier at the Adventures in Travel Expo in Washington D.C. on the 21st and 22nd of February in which it completed several events surrounding the Expo, including 'Discover Ethiopia Night' at the Verizon Center, coffee ceremonies at the expo, and a special reception for dignitaries from the embassies of Angola, Botswana, Djibouti, Ethiopia, Kenya, Mauritius, Namibia, South Africa, Senegal, Tanzania, and Uganda. The "Lucy" fossil exhibit that has been in Houston and Seattle, and is now moving to New York has sparked an interest in Ethiopia's rich history, culture and religious significance. In addition, Ethiopian Airlines has teamed up with NBA legend Manute Bol, who is serving as the brand ambassador for the airline. Born and raised in Sudan, Manute Bol brings a friendly, recognizable face, as well as a wealth of knowledge and love of Africa, to Ethiopian Airlines. Mr. Bol's promotional activity has included appearances at trade shows and special events, radio and TV interviews, and a launch of a co-branded Ethiopian Airlines Journeys itinerary. More promotions are planned for the future.

All of the U.S. promotions have been designed to support their Washington Dulles-Addis Ababa flights. Ethiopian Airlines Journeys is now the exclusive tour operator of Ethiopian Airlines and promotes travel packages to Ethiopia, Kenya, and Tanzania. Their new website, www.seeyouinethiopia.com, features city guides, historical attractions, hotel databases, to give viewers a detailed guide of their journey to Ethiopia.

Gobena Mikael, Director of North and South America for Ethiopia Airlines, commented that "despite the global economic turmoil that started in the second half of 2008, Ethiopian Airlines is marking record revenues and profits; its year to date July-December 2008 revenue from the U.S. increased by 13% over that of the same period last year. Looking at the short-term future, we will continue operating four flights per week up to the summer, after which we will increase to five flights per week for the period June through August."

Discover Ethiopia and East Africa in a brand new way with Ethiopian Airlines Journeys, offering the full variety of full-service tours of Ethiopia, Tanzania and Kenya. To learn

more about these exciting vacations, call 1-866-599-3797 or visit www.seeyouinethiopia.com on the web.

About Ethiopian Airlines

Ethiopian Airlines is one of the largest airlines in Africa, as winner of the 2007 African Business of the Year and Best African Airline Award for 2006 service and quality are superior when flying Ethiopian 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. Ethiopian Airlines provides seamless connections to 50 destinations around the globe. For more information about Ethiopian Airlines, visit www.seeyouinethiopia.com.