

PRESS RELEASE

Beginning March 1st Get a Taste of East Africa with “Ethiopia Week in Washington”



Washington, D.C. – February 26, 2009 – Ethiopian Airlines Journeys is celebrating the culture and cuisine of Ethiopia with a unique opportunity for area residents. Dubbed “Ethiopia Week in Washington,” this seven-day celebration will showcase special event menus prepared by local Ethiopian restaurants, sponsorship of a Washington Wizards game on March 5th, a once-in-a-lifetime trip giveaway sweepstakes, celebrity guest appearances, live radio broadcasts and an Ethiopia pavilion at the Adventures in Travel Expo March 6 – 7th. All this will take place next week, starting March 1- March 7. Come sample the exotic charm of this little-known jewel of East Africa.

Beginning March 1st, enjoy a taste of Ethiopia with special event menus available at select restaurants. The restaurants include: Dukem, Zed’s, Habesha, Almez, Etete, and Addis Ababa. Enjoy a night out with exotic food and captivating culture.

The festivities continue on Friday evening, March 5th when Ethiopian Airlines Journeys will sponsor the NBA matchup between the home-town team, the Washington Wizards, and the Milwaukee Bucks at the Verizon Center. Fans can learn more about Ethiopia at the concourse table, meet Brand Ambassador, Manute Bol and enter to win a trip for two.

During the weekend of March 6-7, Ethiopian Airlines and Ethiopian Airlines Journeys will be the featured sponsor of the Adventures in Travel Expo at the Washington Convention Center. Attendees of the show will have the opportunity to meet and have their picture taken with NBA legend, Manute Bol, taste some of the finest coffee during the traditional coffee ceremonies, enjoy the performance of Ethiopian dancers, and register for a chance to win a once-in-a-lifetime journey to Ethiopia compliments of Ethiopian Airlines and Ethiopian Airlines Journeys.

“Washington, D.C. has an incredibly vibrant Ethiopian community, and we could not be more proud to raise awareness of how special that is,” said Mr. Benjamin J. Sills, Director of Marketing for Ethiopian Airlines Journeys. “Our hope is to get D.C. residents excited about travel to East Africa by showcasing local Ethiopian cuisine and culture,” Sills explained.

For a complete schedule of events, please visit www.ethiopiaweek.com, or call us toll free at 1-866-599-3797. Beginning February 22nd, Tune in to WPGC 95.5 or visit www.wpgc.com for sweepstakes information and event updates.

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.

About Ethiopian Airlines

Ethiopian Airlines is one of the largest airlines in Africa serving 56 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 35 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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