

Media information

Current situation

- On 1 November 2008, Edelweiss Air was integrated in the Lufthansa Group. In the almost three years since then, Edelweiss Air has evolved from a classic charter operator to a modern leisure travel airline. Almost all destinations are served in code share with SWISS, which means that Edelweiss Air also operates flights to leisure destinations as a scheduled airline company.
- A close to 60 % increase in turnover has been achieved since 2008.
- After a sluggish start to the travel year 2011, with the natural disaster in Japan and the political unrests in several Arab states, 2011 appears to have picked up to some degree. In the medium-haul range, Greece, Cyprus, Turkey and Spain were very successful. Flights to Canada also did well. The autumn holidays promise, yet again, to be an absolute high season.

Outlook: winter 2011/12

- The much-anticipated winter season will begin in November with a notably expanded long-haul programme and the new destinations **Cape Town, South Africa, and Colombo, Sri Lanka**. The most reservations have been received for **Phuket in Thailand**. The increase to two weekly flights appears to have been justified. The two flights to **Cape Town** follow in second place.

New baggage regulations

- Per 1 November 2011, Edelweiss Air will also be changing its baggage regulations to the piece concept. As is the case with many other airlines, a free baggage allowance for 1 piece of luggage weighing a maximum of 23 kg will be available in economy class
- **Golfing equipment free of charge:** new and exclusively, sporting equipment up to 140 cm and/ or 15 kg (golfing, diving) will be carried free of charge on all long-haul flights in addition to the baggage allowance.

Fresh from the press: flight schedule summer 2012

- In the medium-haul range, new flights will be operated to **Funchal, Alicante and Dubrovnik**
- In the long-haul range, there will be 3 weekly flights to Canada: 2x **Vancouver** single-destination und 1x Vancouver combined with **Calgary**
- New: 2 weekly flights to **Tampa, Florida**
- The long-haul destinations can be booked starting 20 September already
- The Beijing flight will be discontinued, given that SWISS will be operating a daily flight to that destination

Fleet

- Starting in May 2012, Edelweiss Air will add a further aircraft to its fleet. An A320 will be taken over from SWISS. With this step, Edelweiss Air will have 6 aircraft offering 1'289 seats.

Soft redesign of logo and advertising campaign

- A logo should be simple, yet possess a clearly discernable identity. And it should convey emotions. With this in mind, Edelweiss Air has undergone a soft redesign of its look.
- The gentle facelift of its corporate design coincides with a completely new website that makes direct booking with the leading Swiss leisure travel airline easier, faster and more customer-friendly.
- Absolutely reliable forecasts for winter destinations: unlike their famous colleagues in the Swiss municipality of Muotathal, **Edelweiss Air's weather prophets** do not acquire their insight from pine cones, field mice and marmots. Rather, they derive their observations from bananas, sand ants and meerkats. And there is yet another difference: their accuracy rate is more than 99 %. Advertising film at www.edelweissair.ch

Innovative website & new reservation system

- With the launching of the new Edelweiss Air website, Edelweiss Air will be introducing a new, user-friendly reservation system. This marks its entry into the direct customer market. For the first time customers will be able to purchase Edelweiss Air tickets directly via www.edelweissair.ch.

New partnerships

- For individual customers, Edelweiss Air also offers hotels, rental cars and insurance on its new web pages. Via the agency **booking.com** customers can make reservations directly at the hotels.
- **Hertz** has been chosen as Edelweiss Air's rental car partner. Hertz is the leading rental car company and has a large choice of rental cars in all categories and at all Edelweiss Air destinations around the world.
- For coverage against cancellation and travel risks, Edelweiss Air customers can take out insurance with **Mondial Assistance**.

What has not changed

- From the start, Edelweiss Air combines utmost reliability, punctuality and friendliness with the best possible price/performance ratio.
- For Edelweiss Air, the safety of its passengers and employees is just as central as the enthusiasm of its guests for the airline's excellent quality. A core objective is to pamper passengers with that „little extra“, thus surpassing all expectations.
- For Edelweiss Air, the airline's motto „schöner fliegen“ is not just a pledge to its guests but also a motivation for our employees. As the oldest Swiss airline in the market we have an obligation to do so.

Further information:

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Current photos and new logos:

<http://www.edelweissair.ch/d/company/pressephotos/>
<http://www.edelweissair.ch/medias/edw/logos/edw-logos.zip>