



## **Beeline Russia and Travelling Connect shake hands on a mobile partnership**

*Russia's major telecom player introduces new rewarding scheme for its guest roamers*

Amsterdam, Friday 8<sup>th</sup> of April, 2011 – **From 15<sup>th</sup> of April 2011, Beeline Russia (OJSC Vimpelcom) will be rewarding its guest roamers with frequent flyer air miles and hotel points for roaming on its network.**

Beeline is unanimously one of the leaders in the Russian telecommunication sector with an impressive range of integrated mobile and fixed communication services, long distance and international communication, data transmission, and telematic services through a range of fixed and wireless solutions, including FTTB internet access, Wi-Fi, and 3G technologies.

The mobile partnership with Travelling Connect enriches Beeline's portfolio of innovative services, and distinguishes the operator at the telecom market. Beeline is the first and only network in Russia where roamers can earn valuable frequent flyer miles or hotel points when making calls.

For the numerous business and leisure travellers to Russia this is certainly great news: not only can they benefit from Beeline's state-of-the-art telecom services and extensive coverage (including 3G), but also boost their mileage simply by roaming on Beeline network.

Travelling Connect counts 25 leading airlines and hotel chains, including KLM | Air France, Delta Airlines, Lufthansa, Singapore Airlines, Transaero, Hilton, Marriott, InterContinental, and many others with millions of high-profile travellers who will certainly appreciate this opportunity to earn extra miles while on a visit to Russia.

Evgeniy Ryabov, Director of the Roaming Department in Vimpelcom said: "We are delighted that travellers will earn valuable rewards for roaming on our network, thanks to our partnership with Travelling Connect. We hope that our guests will enjoy not just rewards, but also excellent quality of our services."

Managing Director of Travelling Connect, Marcel Wientjen has added: "Mobile partnership with Beeline is one of the major achievements for Travelling Connect in 2011. We are honored to work with this top brand: Beeline Russia opens a new market to our customers and adds a fundamental value to our programme."

### **About Travelling Connect**

Travelling Connect is one of the leading global providers of CRM solutions to the airline and telecommunication industry world-wide. Its services help mobile operators, virtual mobile operators and airlines to improve the communication with their end-user customers, whenever

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and wherever they are travelling in the world. Travelling Connect's partners include Air France/KLM, Lufthansa, Hilton, Marriott, Royal Brunei Airlines, Qatar Airways, Thai Airways, TAP Portugal, Ukraine International Airlines, Oman Air, Etihad Airways, Gulf Air, Malaysia Airlines, Delta Airlines, Kuwait Airways, Sri Lankan Airlines, InterContinental Hotel Group, AeroSvit Airlines, Transaero, American Airlines, Garuda Indonesia, Jet Airways, Kingfisher Airlines and Singapore Airlines. The customers of Travelling Connect include major mobile groups such as Conexus Mobile Alliance, MTN, Orascom, Turkcell, Vodafone, Wataniya and Zain. Travelling Connect is located in Amsterdam, the Netherlands. Travelling Connect is also founder of Qroam Services BV ([www.qroam.com](http://www.qroam.com)).

For more information on Travelling Connect please visit: [www.travellingconnect.com](http://www.travellingconnect.com)

## About Vimpelcom

VimpelCom Ltd. consists of telecommunications operators providing voice and data services through a range of wireless, fixed and broadband technologies. The VimpelCom Ltd. group is headquartered in Amsterdam and has operations in Russia, Ukraine, Kazakhstan, Uzbekistan, Tajikistan, Georgia, Armenia, Kyrgyzstan, Vietnam, Cambodia and Laos, covering territory with a total population of about 351,5 million. VimpelCom Ltd. operating companies provide services under the "Beeline" and "Kyivstar" brands. VimpelCom Ltd.'s ADSs are listed on the New York Stock Exchange under the symbol "VIP".

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