
Etihad Airways and Travelling Connect close a Mobile Partnership

Travelling Connect and Etihad Airways announced today that members of the Etihad Guest loyalty programme now earn miles when making calls on affiliated mobile networks of Travelling Connect in Asia, Middle East, Europe, and Africa.

Earning Miles in more than 16 countries in Asia, Middle East, Africa and Europe

As of January 1st, Etihad Guest members can earn miles when traveling through Asia, Middle East, Europe and Africa by making mobile phone calls on mobile networks associated with Travelling Connect.

Marcel Wientjen, Managing Director of Travelling Connect, said "With this contract, our objective to achieve a mobile partnership with one of the fast growing airlines from the Middle East Region becomes reality. This mobile partnership with Etihad Airways means a substantial expansion of our business in Middle East. Next to Etihad Airways, Qatar Airways and Oman Air have recently joined Travelling Connect Mobile Partnership as well."

Peter Baumgartner, Etihad Airways' executive vice president marketing and product, said: "Our members will be very pleased that they can now earn Etihad Guest Miles when making calls outside their home country. Etihad Guest continues to expand the wealth of benefits and rewards available to its members across the world and this new agreement with Travelling Connect is one of our most exciting to date."

Marcel Wientjen further added: "Travelling Connect expects to close additional agreements in and outside Middle East with mobile operators over the next three months, thereby substantially increasing the footprint of countries where frequent-flyer miles can be earned when making calls."

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 and wherever they are travelling in the world. Travelling Connect's partners include Air France/KLM, Hilton, Marriott, Royal Brunei Airlines, Qatar Airways, Brussels Airlines, Thai Airways, TAP Portugal, Ukraine International Airlines, Oman Air and Malaysia Airlines. The customers of Travelling Connect include major mobile groups such as MTN, Conexus Mobile Alliance and Orascom. The service of Travelling Connect is live in 16 countries in Europe, Asia, Africa and America. For more information visit: www.travellingconnect.com

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About Etihad Airways

Etihad Airways is the national airline of the United Arab Emirates based in the UAE's capital, Abu Dhabi. Currently Etihad offers flights to 45 destinations in the Middle East, Europe, North America, Africa, Asia and Australia. For further details: Etihad Airways Corporate Communications: Tel: + 971 (0) 2505 8317 / 8573 or visit www.etihadairways.com

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