



Ethiopian
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THE NEW SPIRIT OF AFRICA

A STAR ALLIANCE MEMBER 

Ethiopian ShebaMiles to Launch Platinum Tier level

January 25, 2017

Ethiopian Airlines, the largest and fastest growing African airline, proudly announces that it will introduce a Platinum tier level in its frequent flyer loyalty program, ShebaMiles, as of January 2017.

The Platinum tier level offers extra benefits to frequent flyers that accrue 75, 000 status miles or 60 qualifying segments within one calendar year, Jan 1st –Dec 31st with in the validity period of two years, in addition to the remaining months in the qualification year.



Group CEO Mr. Tewolde GebreMariam said, “ In our continuous effort of improving the special benefits to our high value and loyal customers, we have now launched a Platinum Tier level, offering our ShebaMiles members enormous privileges, from dedicated hotline service at our Global Call Centre to personalized assistance up on departure at Addis Ababa Bole International Airport, three complimentary upgrade with in the platinum tier validity, guaranteed seat up to 24 hours before departure in



the highest booking class-both in our cloud nine and economy classes, 100 % tier bonus Miles and extra baggage allowance on ET operated flights and so much more. These are in addition to the benefits enjoyed by our Gold members. At last, I would like to take this opportunity to thank our customers for their continued patronage and for their strong vote of confidence in choosing Ethiopian Airlines as their carrier of choice.”

Ethiopian has recently redesigned its ShebaMiles web page to improve customers’ online experience in terms of ease of use, data quality and better control on account management through enhanced self-service options. Customers flying both on Ethiopian or the Star Alliance network worldwide, can easily access and enjoy membership privileges on www.ethiopianairlines.com.

About Ethiopian

Ethiopian Airlines (Ethiopian) is the fastest growing Airline in Africa. In its seven decades of operation, Ethiopian has become one of the continent’s leading carriers, unrivalled in efficiency and operational success.

Ethiopian commands the lion’s share of the pan-African passenger and cargo network operating the youngest and most modern fleet to 95 international destinations across five continents. Ethiopian fleet includes ultra-modern and environmentally friendly aircraft such as Airbus A350, Boeing 787, Boeing 777-300ER, Boeing 777-200LR, Boeing 777-200 Freighter, Bombardier Q-400 double cabin with an average fleet age of five years. In fact, Ethiopian is the first airline in Africa to own and operate these aircraft.

Ethiopian is currently implementing a 15-year strategic plan called Vision 2025 that will see it become the leading aviation group in Africa with seven business centers: Ethiopian Domestic and Regional Airline; Ethiopian International Passenger Airline; Ethiopian Cargo; Ethiopian MRO; Ethiopian Aviation Academy; Ethiopian In-flight Catering Services; and Ethiopian Ground Service. Ethiopian is a multi-award winning airline registering an average growth of 25% in the past seven years.



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