

New Global Partnership between Etihad Airways and Global Hotel Alliance

Geneva, May 01, 2008: Effective today, Global Hotel Alliance is proud to announce a new partnership with Etihad Airways, the national airline of the United Arab Emirates. Etihad Guest Members can now earn 500 Etihad Guest Miles per eligible stay across all participating Global Hotel Alliance hotels.

In addition to earning miles, Etihad Guest members can enjoy early check-in/ late check-out privileges and Etihad Guest Gold members an upgrade to next room category, subject to availability upon check-in.

“We are thrilled to become a global partner of the award winning Etihad Guest programme. Etihad Airways is growing at a phenomenal pace; servicing many joint destinations such as New York, Geneva and Bangkok and the Emirates Palace hotel in Abu Dhabi is one of GHA’s landmark hotels” says Chris Hartley, CEO of Global Hotel Alliance. “We look forward to welcoming Etihad Guest members as our guests across Global Hotel Alliance properties worldwide.”

Peter Baumgartner, executive vice president of marketing and product at Etihad Airways said: “The addition of Global Hotel Alliance represents a perfect fit for our award-winning loyalty programme, Etihad Guest, and I’m sure this partnership will be warmly welcomed by our members.”

About Global Hotel Alliance

Global Hotel Alliance is the world’s largest alliance of independent hotel brands. It uses a common technology platform to drive incremental revenues and create cost savings for its members, while offering enhanced

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recognition and service to customers across all brands. GHA currently comprises of Anantara, Cham, Dusit, Kempinski, Landis, Leela, Marco Polo, Omni and Pan Pacific, encompassing 163 upscale and luxury hotels with over 52,000 rooms in 126 cities and across 42 different countries.
www.globalhotelalliance.com

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About Etihad Airways

Etihad Airways is the national airline of the United Arab Emirates based in the capital city of Abu Dhabi.

Currently Etihad offers flights to 45 destinations in the Middle East, Europe, North America, Africa, Asia and Australia.

Etihad offers the highest standards of service and comfort both on the ground and in the air. Customers can enjoy world-class cuisine, award-winning flat-beds in its premium cabins and the widest seats in economy, as well as more than 500 hours of on-demand in-flight entertainment.

About Etihad Guest

Etihad Guest was launched in August 2006 and has quickly established itself as one of airline industry's fastest-growing and most innovative loyalty programmes.

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Etihad Guest was voted 'Programme of the Year' (Europe, Middle East and Africa) at the recent 'Freddie' awards, organised by InsideFlyer magazine to recognise the travel industry's best frequent flyer programmes. It also picked up 'Freddie' awards for 'Best Website', 'Best Award Redemption' and 'Best Customer Service'.

The award-winning programme offers members the opportunity to accumulate Etihad Guest Miles which can be redeemed against a wide selection of up to 750 flight and non-flight rewards from 70 partners, ranging from hotel accommodation and car rental to retail discounts.

Etihad Guest now boasts more than 350,000 members and expects to exceed the half a million mark by the end of 2008.

For further details: Etihad Airways Corporate Communications: Tel: + 971 (0) 2505 8573 / 8317 or visit www.etihadairways.com.

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