

MERIDIANA CLUB INTRODUCES A NEW AVIOS COLLECTION PARTNER: AMERICAN EXPRESS MEMBERSHIP REWARDS

Olbia, May, 4th, 2016 - For its second birthday, **Meridiana Club**, Meridiana's frequent flyer program, announces an **important partnership with Avios** (Meridiana Club's reward currency) and **American Express**.

With this new partnership, Meridiana Club is increasing the exclusive benefits reserved for its members and now also for American Express cardholders who collect Membership Rewards® points. In fact it will now be possible for Amex cardholders enrolled in the American Express Membership Rewards Club as well as in Meridiana Club to transfer Membership Rewards® points into Avios (a minimum of 500 Membership Reward points is required per transfer). That means customers can earn reward airline tickets faster. They will receive 4 Avios for every 5 Membership Rewards® points.

It will be quicker and easier for them to collect enough Avios for a reward flight operated by Meridiana using Avios to destinations like Sardinia, Sicily, Campania, Balearic Islands and Greece and even further afield to New York, Havana, La Romana, Mauritius, Mombasa, Zanzibar. For example, with less than 6.000 Membership Rewards points, customers can convert them into enough Avios to get a one-way domestic flight with Meridiana, even in peak periods. Reward tickets start from 4.500 Avios.

Andrea Andorno, Meridiana Chief Commercial Officer "I am very glad to welcome American Express among Meridiana Club partners. We're very confident that the combination of the Membership Rewards program, the Avios currency and Meridiana's top leisure destinations is a winning one".

Marc Guiomar, Head of Markets for Avios in Europe, the Middle East and Asia Pacific at Avios, said: "This partnership with American Express Membership Rewards® builds on our pledge to build a rich and relevant portfolio of partners for Meridiana Club Members. We're making it easier for members to build their Avios balance quickly, which they can use not only on flights with Meridiana, but also with British Airways, Iberia and partners airlines, giving them access to thousands of destinations around the world."

Mindy Davidowski, Vice President, International Membership Rewards, American Express declared "We are delighted to join forces with Meridiana Club and Avios. This partnership underscores our commitment to continuing to grow our Membership Rewards programme and to offer our Card members even more choice and flexibility when deciding how to use their points".

Joining Meridiana Club is simple. Customers just need to visit the dedicated section on www.meridiana.com and fill in the form.

Avios is a leading travel rewards currency and part of International Airlines Group (IAG). Meridiana Club, British Airways Executive Club and Iberia Plus members benefit significantly from the global reach of the Avios currency and have the opportunity to collect and redeem Avios to reach over 200 worldwide destinations. Members of the British Airways Executive Club and Iberia Plus can already convert their American Express Membership Rewards into Avios.

For further information on this new service please visit meridiana.com, or write to press@meridiana.com