



**MERIDIANA ANNOUNCES NEW PARTNERSHIP WITH AVIOS FOR ITS NEW
FREQUENT FLYER PROGRAMME TO OFFER MORE THAN 200 DESTINATIONS
WORLDWIDE WITH BRITISH AIRWAYS AND IBERIA FLIGHTS**

12.45pm, Tuesday 15 April 2014, Rome: Today Meridiana announces its new frequent flyer programme, Meridiana Club, in partnership with Avios, the global travel rewards currency. The new programme offers Avios as its reward currency, enabling Meridiana's frequent flyers to use Avios on Meridiana flights as well as with British Airways and Iberia. Avios is the leading global travel rewards currency, part of International Airlines Group (IAG) which also owns British Airways, Iberia and Vueling.

From Friday 16 May 2014, the new Meridiana Club programme will offer its members the opportunity to collect and redeem Avios on Meridiana flights as well as use Avios to reach over 220 worldwide destinations offered by British Airways and Iberia. Furthermore, from launch members of the British Airways Executive Club and Iberia Plus will be able to use Avios on Meridiana flights opening up new flight options for them within Italy and international leisure destinations.

Meridiana Club, British Airways Executive Club and Iberia Plus members will benefit significantly from the global reach of the Avios currency. Developments are underway for Meridiana Club members to be able to collect on British Airways and Iberia flights, while British Airways Executive Club and Iberia Plus members will be able to collect Avios by flying with Meridiana.

With the new partnership, Meridiana is the first non-IAG airline to offer the Avios currency through its frequent flyer programme. It strengthens IAG's presence in Europe and its vision to expand the Avios currency globally.

The Avios currency is already collected worldwide by members of the British Airways Executive Club, Iberia Plus and the Avios Travel Rewards programmes in the UK and South Africa.

Roberto Scaramella, Chief Executive Officer, Meridiana, said: "This is an important strategic partnership that allows us to launch the new Meridiana Club as a strong loyalty programme with many valuable benefits for our members. In particular, members will gain from the global reach of the Avios currency and the significantly increased collection and redemption opportunities, including flights with British Airways and Iberia."

Gavin Halliday, Managing Director, Avios, said: "Meridiana is a welcome addition to the Avios portfolio. Together, Avios and Meridiana will create a relevant frequent flyer programme in the Italian market, in turn attracting more members, new partnerships and increased ways to use Avios."



Willie Walsh, Chief Executive Officer, IAG, said: "The partnership with Meridiana is a strategic milestone for IAG. It progresses our vision to expand the Avios currency globally across numerous airline frequent flyer programmes. Importantly, the deal brings together Avios' currency programmes in Italy - British Airways Executive Club, Iberia Plus and now Meridiana Club - enabling Avios to penetrate the market further, attracting new partnerships and driving more revenue for the airlines."

The new partnership with Avios replaces Meridiana's previous Hi-Fly frequent flyer programme and provides its members with automatic enrollment in a completely new loyalty proposition in terms of quality of the reward and new interesting ways to earn points and achieve benefits.

Avios has 25 years expertise in the loyalty sector building long-standing partnerships and driving customer engagement.

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All information on contents able on:

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About Meridiana www.meridiana.com

Founded more than 50 years ago to develop air traffic to Sardinia, today the Company is fully controlled by AKFED (Aga Khan Fund for Economic Development). Meridiana is the second Italian airline flying to more than 60 worldwide destinations from its Milan, Naples, Olbia, Cagliari, Verona and Catania bases. Meridiana is also the Italian leader in the leisure outgoing market to Kenya, Zanzibar, Mauritius, Fortaleza, Canary islands and Red Sea Riviera. Meridiana's headquarter is in Olbia, Costa Smeralda – Sardinia.

About Avios www.avios.com

Avios Group (AGL) Limited operates the global Avios currency for the British Airways Executive Club and Iberia Plus frequent flyer programmes; as well as the Avios Travel Rewards Programme in the UK and South Africa. Millions of members collect Avios in over 220 countries worldwide. Owned by International Airlines Group, Avios' headquarters is in the UK, with a global office network in Madrid, Johannesburg, New York City and Shanghai.