

PRESS RELEASE

Dear Travel Partner,

Recently we received an email from a concerned travel agent enquiring about the current situation in Egypt as she is reluctant to book her passengers on EGYPTAIR to fly via Cairo. Therefore, we decided to draft an official press release in a Q and A format to inform the trade of the facts.

**Q: What is the current situation in Egypt?**

A: The current situation in Egypt is assured as the first parliamentary sitting took place on 3<sup>rd</sup> January 2012. Egyptians across the world also celebrated the first anniversary of Revolution Day on 25<sup>th</sup> January 2012, commemorating the anniversary with the spirit of peace and unity that continues marking this endeavor towards a change for the better.

**Q: What about yesterday's outbreak of football violence in a Port Said stadium?**

A: The trouble began at the end of the game, which Al-Masry won 3-1. State television showed dramatic scenes of fans storming on the pitch, chasing the Al-Ahly players and the visiting fans. Police forces were deployed to Port Said to keep the peace in the streets. *"Football is a gentleman's game played by Hooligans, and Rugby a Hooligans game played by gentleman"* Chancellor of Cambridge University, date unknown (pre 1953)

**Q: Are there any disruptions to your flights?**

A: No, since February last year there hasn't been any disruptions to our operations as a result of protests -marking today's world of International Economic crisis- taking place. This was referenced in our groups and individual passengers flying to Cairo, among them corporate clients, tour leaders and travel agents who returned saying they have witnessed a great and civilized EGYPT as always welcoming; and is one of the safest places in the world. In that effect, we have resumed flights to Japan and Libya i.e. no flight disruptions instead a reliable network schedule.

**Q: Is it safe to let my clients fly via Cairo?**

A: Absolutely. It is very important to understand when and if there are protests, everything is concentrated around Tahrir Square; EGYPT is far vast and far beyond a square. There is no threat posed to passengers and tourists visiting Cairo or any other city in Egypt, therefore Egypt (as always) remains the most unique destination to visit and the core of businesses south of the Mediterranean.

**Q: What about the articles in the media?**

A: Protests in countries are widely broadcasted and publicized across the world, causing concern and reluctance among passengers. This Square-Spot reporting created a detrimental image of the reality by adding dramatization. This is incomplete and biased coverage where media ignored for example the latest HSBC economic forecast where based on tangible facts EGYPT is among top 20 economies.

These facts are supported by statements from world leaders that were publicized in reliable overseas media:

- Silvio Berlusconi, the former prime minister of Italy said: “Nothing new about Egypt, the Egyptians just created history as usual”.
- Heinz Fischer, president of Austria said: “The Egyptian people ... deserve the Nobel prize for peace”.
- David Cameron, the British prime minister said “We should teach the Egyptian revolution in our schools”.
- Barak Obama, “We should raise our children to be like the Egyptian youth”
- CNN, “For the first time in history we witness people revolte and clean the streets afterwards”.

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Therefore, dear Travel Partner, Egypt remains a safe place to visit, and to live in. We would like to reiterate the current peaceful situation in Egypt while

Political developments are progressing with much energy and world Politics cannot avoid being involved in a strategic *country named EGYPT* and encourage you to facilitate your clients travel into Cairo or onward with confidence and peace of mind. Rest assured of their safety and security at all times. EGYPTAIR is among the Industry's top network carriers and our terminal 3 is ranked high in customer satisfaction.

If you have any other questions, please don't hesitate to contact our Johannesburg Sales team by emailing [johannesburg\\_pr@egyptair.com](mailto:johannesburg_pr@egyptair.com)

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EGYPTAIR was established in May 1932

EGYPT AIR awarded Best African Business Class Carrier. - 2011

EGYPT AIR awarded Largest Airline in African -2010

CAIRO International Airport scores 2<sup>nd</sup> highest in passenger satisfaction for the second quarter of 2011.

We have successfully extended our network to 72 major destinations across the world. We serve the 20major airports in Europe, Egypt Air is an active member of the star alliance with a very young fleet of 85 aircraft in 2011.

Explore our state of the art website for more information. [www.egyptair.com](http://www.egyptair.com).

You can also visit our Face book and Twitter pages to stay-in-the-know.

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