

## **ONAIR GOES LIVE WITH EGYPTAIR**

### **Complete SwiftBroadband inflight connectivity solution now live on EGYPTAIR's new Airbus 330-300**

Geneva, Switzerland, 1<sup>st</sup> September 2010 – OnAir, the world's leading provider of in-flight communications, today launched full Mobile OnAir and Internet OnAir inflight passenger communications services on the first of EGYPTAIR's fleet of twin-aisle Airbus 330-300 aircraft – with more scheduled to be equipped in coming months. The aircraft operates to London.

EGYPTAIR customers will be able to stay connected inflight using their own mobile phones or smartphones. Customers will also be able to access the Internet just as they do on the ground by connecting their laptops wirelessly. In providing both GSM/GPRS as well as Wi-Fi Internet, OnAir enables EGYPTAIR's customers to have available to them the broadest range of inflight connectivity options available anywhere in the world today, enabling them for example to surf the Internet, check the weather forecast at destination, buy theatre tickets, or make arrangements for transport from their airport to their place of residence – all of this as well as checking in with colleagues or putting in a goodnight call to a loved one.

EGYPTAIR Airlines Chairman and CEO, Captain Alaa Ashour, said, "Today, we are providing EGYPTAIR customers with the latest services and greater choices. OnAir in-flight connectivity helps us further differentiate our offering, and enables our customers not only stay in touch but to access on-line services as they travel."

"We're delighted to be helping provide EGYPTAIR customers from today with a full range of connectivity services as they travel – services that travellers are increasingly expecting to have at their disposal. Within 2

3 years, we're convinced that all airlines will demand this level of onboard mobile communications," said Ian Dawkins, Chief Executive Officer of OnAir.

Mobile OnAir uses the industry's most advanced and extensive infrastructure for mobile communications, along with Inmarsat SwiftBroadband, high capacity services from Inmarsat 4th generation satellites. This gives air travellers the best reach and performance available today.

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#### **About EGYPTAIR**

EGYPTAIR is the world-renowned national airline of Egypt, based in the cosmopolitan city of Cairo. In more than 78 years, EGYPTAIR has experienced extraordinary growth, taken the lead to be the first airline in the Middle East and Africa and the seventh in the world to join IATA and become a treasured brand. In 2004, EGYPTAIR demonstrated the scale of its commitment to the highest standards of safety by being the first IOSA certified airline in the Middle East and Africa.

EGYPTAIR now operates from the state-of-the-art new terminal 3 in Cairo, where customers can enjoy the exclusive service inside the Star Alliance Lounges which are owned and operated by EGYPTAIR.

Now with EGYPTAIR, you can connect to your business destination easily, as we offer the widest network and connect you to the most dynamic business and leisure cities with daily non-stop flights.

Currently, EGYPTAIR Airlines fleet comprises of 69 aircraft criss-crossing the world to 74 destinations in 51 Countries carrying more than 8.4 million customers /year and fulfilling the needs of both business and leisure travelers

One of the pillars of EGYPTAIR's success stories is the team spirit, which is driving our team to be constantly looking at the best possible services being given to our customers, partners and stakeholders. Moreover, the confidence in our capabilities to deliver competitive customer service to our customers and affiliates encourages us to plan the expansion and modernization of our fleet in the coming years.

EGYPTAIR is a Star Alliance member since July 2008.

#### **About OnAir**

OnAir is the leading provider of inflight communications, enabling passengers to stay connected during their flight, and allowing airlines to offer new services and generate additional revenues. Present on four of five continents, OnAir provides the only air-travel industry sponsored solution, now available to regular and low-cost airlines, to private and corporate jets, on Airbus and Boeing aircraft, and on long and short-haul flights. OnAir is the only provider of services based on SwiftBroadband, the latest high-bandwidth satellite technology from Inmarsat, which offers GSM and GPRS for voice, data and Internet.

OnAir was incorporated in February 2005 and is owned by SITA, the leading IT solution provider to the air transport world and Airbus, the leading aircraft manufacturer. OnAir is a member of the GSM Association and an Inmarsat Distribution Partner for SwiftBroadband services. OnAir was awarded greatest contributor to SBB growth in 2009.

More information about OnAir is available at [www.onair.aero](http://www.onair.aero).

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