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## Press release

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### **SAS EuroBonus wins Freddie Award for fifth year running**

For the fifth year in a row, SAS EuroBonus has received the Freddie Award for best frequent flyer programme. The award is presented by Inside Flyer, a magazine for members of airline and hotel frequent-traveller programmes.

SAS were also awarded in further five categories;

Best award

Best newsletter

Best website

Best bonus promotion

Best elite level

Inside Flyer is an American magazine with a circulation of 140,000 in one American and one international edition. The Freddie Awards were established in 1988, but were initially limited to the American market. Since 1995, the awards have been international, and enjoy high status in the travel and hotel industry, since members of the bonus programmes themselves decide who wins.

#### **SAS CORPORATE COMMUNICATIONS**

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