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## Press release

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A STAR ALLIANCE MEMBER 

### **SAS chooses new advertising agency**

After a comprehensive evaluation process, SAS has chosen its new advertising agency. From 1 August 1999, SAS's agency partner will be Leo Burnett. "We have been working intensively over a period of almost two months. All the agencies that reached the final round were of the highest international class, which made the choice somewhat difficult. It therefore gives me great satisfaction to state that all 15 of the SAS personnel who participated in the evaluation process had Leo Burnett as their first choice," says SAS Senior Vice President Marketing & Sales, Erik Strand. The six agencies who participated in the final round will be reimbursed for their work.

**SAS CORPORATE COMMUNICATIONS**