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SAS EUROBONUS VOTED THE BEST INTERNATIONAL FREQUENT FLYER PROGRAM

SAS EuroBonus has won the 1996 International Freddie Award for best international frequent flyer program, for offering the individual frequent traveler the best combination of service, bonuses, awards, benefits and opportunities. The Freddie Award is sponsored by the American magazine Inside Flyer International and MCI Telecommunications.

EuroBonus was awarded first place in five categories: Best Program of the Year, Best Newsletter (shared by Ansett of Australia), Best Internet Web Site, Best Elite Level and Best Customer Service.

This was the ninth year for the Freddie Award, and the second for the International awards. The winners were chosen by the 18,000 frequent flyer program members participating in some thirty international airline loyalty programs.

SAS's American partner United Airlines took first place in the category Best Frequent Flyer Program in North America.

The Freddie is named after the British airline pioneer Sir Freddie Laker, who is most famous for his remarkable marketing strategies during the 1970's.

SAS CORPORATE COMMUNICATIONS

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