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SAS EUROBONUS VOTED THE BEST FOR THE SECOND CONSECUTIVE YEAR

SAS EuroBonus has won the 1997 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.

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

The winners were chosen by the 19,000 frequent flyer program members participating in some thirty international airline loyalty programs.

The Freddie Award 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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