



SAS first in Scandinavia with direct connection to Dubai

Dubai's development into the business and tourism giant that it is today is attracting a large number of visitors every year. SAS is now acting on this demand for non-stop flights from Scandinavia to Dubai. SAS is the first airline to open a direct connection between Scandinavia and Dubai.

The inaugural flight Copenhagen–Dubai will take off October 31, 2007. The new service will operate three times a week in both directions until March 29, 2008. The launch of this route makes it possible to satisfy business as well as leisure travelers' needs and the timetable is optimized to suit both these groups, whether going on a business trip or on a golf trip.

Dubai is one of the fastest growing cities on earth. It has already established itself as a quality tourist destination but is also ranked as one of the world's leading trading centres. The opening of this destination offers the SAS's customers smooth as well as time efficient travelling to the expanding Dubai market.

Travel between Scandinavia and Dubai has undergone strong expansion in recent years and is expected to grow further. Dubai is a highly attractive destination for both business and leisure travellers. The launch of this route is a part of SAS's new strategy, the aim of which is to rationalize air traffic and become even better at meeting customers' needs. Dubai also offers excellent connection possibilities to destinations in the Middle East and the Indian subcontinent, says Lars Sandahl, Chief Commercial Officer, Scandinavian Airlines International.

Travellers will have access to the very best comfort with the newly configured Airbus 340 equipped with SAS comfortable seats, and new SAS Business Sleepers, throughout Business Class. Customers on all intercontinental flights can select between travelling Business Class, Economy Extra or Economy Class. Economy Extra offers a secluded cabin, upgraded service, broader seats and more legroom.

This new service will also offer SAS Cargo's customers a better access to the Dubai market.

SAS system of three classes creates freedom of choice and gives customers the possibility to choose the fare and service level that suits their needs on each occasion. This is yet another exciting initiative from SAS, proving that we are becoming even more responsive to the needs of the modern Scandinavian traveller", says Lars Sandahl, Chief Commercial Officer, Scandinavian Airlines International.

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Scandinavian Airlines International is the long-haul operator of SAS with 1.4 million passengers per year. The fleet consists of 11 Airbus 330/340 which serves 10 destinations: New York, Chicago, Washington, Seattle, Bangkok, Beijing, Tokyo, Dubai, Copenhagen and Stockholm.