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A STAR ALLIANCE MEMBER 

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Sören Belin appointed new Chief Operating Officer of Scandinavian Airlines

Sören Belin has been appointed to succeed Jørgen Lindegaard as Chief Operating Officer (COO) of Scandinavian Airlines, effective February 15, 2003. As leader of the Group's largest company, Sören Belin will also become a member of SAS AB's Group Management.

The SAS Board has decided that Group Management shall be expanded by one additional member with the appointment of Sören Belin as Executive Vice President of the SAS Group.

Sören Belin, 49, is a resident of Knivsta, Sweden and has many years experience within the transport and aviation industries. He joins SAS from the consulting firm Carta Booz Allen & Hamilton, where he was a partner and worked with the process of change within Scandinavian Airlines, among other projects.

Between 1995-98, he worked for ASG as Vice President and Sales Director, among other senior positions.

Prior to that, in 1990-95, Belin was employed by SAS within the company's station operations. Between 1993-95, he was responsible for SAS station operations in Sweden.

"Following an extensive recruitment process, we have finally found the right person to shoulder the challenges faced by Scandinavian Airlines. Sören Belin has solid hands-on experience of our sector and is highly competent to lead the process of change that is of special significance to us at the present time," says Jørgen Lindegaard, President and Chief Executive Officer (CEO) of the SAS Group.

"Scandinavian Airlines' personnel can stand tall and feel proud of their achievements. They are working for a very strong company, which I know from experience, shows its real strength when the going gets tough. The current situation is difficult; the market is declining and competition is intensifying, but we must adapt to the new conditions," says Sören Belin, designated COO of Scandinavian Airlines.

A CV and photograph is available at www.scandinavian.net under the "About SAS" tab.

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