



Scandinavian Airlines System
Denmark Norway Sweden
World Business Center
Newall Road
London Heathrow Airport
Hounslow Middlesex TW6 2RE



Press Release

15-05-2003

Scandinavian Airlines open the London Lounge at Heathrow

Scandinavian Airlines and Air Canada today, May 15, 2003, jointly opened a passenger lounge at London Heathrow Airport that combines state-of-the-art facilities in a setting of exquisite Scandinavian design with the creature comforts valued by travellers far from home. Called 'The London Lounge,' the two-story 1,300m² lounge seats 350 people and is one of the most conveniently located at Heathrow Terminal 3, directly adjacent to the duty free transit area. 'The London Lounge' functions as a combined SAS Business Lounge and Air Canada Maple Leaf Lounge for the airlines' premium customers and is also accessible to eligible customers of fellow Star Alliance carriers including THAI Airways and Varig.

Designed by Swedish architects Thomas Eriksson Arkitekts TEArk, the new lounge is three times larger than the old SAS Business Lounge and twice the size of Air Canada's previous Maple Leaf Lounge. The lounge was designed on two floors to create different atmospheres to suit travellers' varying needs.

Catering to both short haul European and long haul intercontinental flyers, the ground floor provides a livelier atmosphere, similar to a hotel lobby, where guests can mingle and enjoy a beverage or a bite to eat, while the upper floor offers a more 'relax-and-unwind' atmosphere with comfortable seating areas including massage chairs, a library and showers.

The innovative style of the lounge is further complemented by several works of art including mini Buddha figures by Fredrik Wretmann and Albin Karlsson's clock. Award winning Canadian textile artist Elyse de la Fontaine has two prominent pieces on display.

The lounge also features a 12-seat cinema; a games room with tabletop curling developed by a former member of the Swedish Olympic team; and a separate Kids Lounge.

A state-of-the-art business centre provides customers with computers and high-speed Internet access including wireless options, telephone, fax and printers. A buffet area provides fresh fruit, snacks and hot and cold drinks. Scandinavian and Canadian newspapers and magazines are also available among an international selection of reading material.

Scandinavian Airlines Senior Vice President Marketing & Product Management Jens Willumsen said: "In conjunction with Air Canada, we are proud to offer a lounge that satisfies all the needs of today's business traveller. A place for relaxation, amusement, refreshment of body and mind, as well as somewhere to catch up on your work and keep in touch with friends, family and colleagues."

Air Canada Senior Vice President International and Alliances, Ross MacCormack, said "The London Lounge is all about bringing together the very best of what Star Alliance partners have to offer so our customers benefit the most according to their varying needs. Together, we can offer more choice of service than any single carrier could while maintaining the individuality that our customers know and appreciate."

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For further information please contact:



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Notes To Editors:

- With a fleet of some 160 aircraft Scandinavian Airlines, operates around 750 departures a day transporting over 20 million passengers each year to more than 70 destinations in 25 countries globally.
- Montréal-based Air Canada provides scheduled and charter air transportation for passengers and cargo to more than 150 destinations on five continents. Canada's flag carrier is the 11th largest commercial airline in the world and serves more than 30 million customers annually with a fleet consisting of more than 300 aircraft
- In May 1997, Star Alliance was founded by, Air Canada, Lufthansa, Scandinavian Airlines, Thai Airways International and United Airlines , offering convenient connections throughout an integrated global traffic system.