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## Press release

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### Scandinavian Airlines opens new direct route to Shanghai

On March 28, 2004, Scandinavian Airlines will launch a new intercontinental route between Copenhagen and Pudong Airport in Shanghai. The route will be flown three times a week using the comfortable, new Airbus A340.

There will be departures from Copenhagen on Tuesdays, Thursdays and Sundays at 3:15 p.m., arriving in Shanghai at 7.35 a.m. the following day. The return flight to Copenhagen will depart at 10:30 a.m. and land at 3.40 p.m. local time. Convenient connecting flights will be offered from Copenhagen to other destinations in Europe and Scandinavia.

As an economic market, China is in a phase of strong growth and there is an increasing need for air transport between China and Europe. Shanghai is China's largest city. The Chinese Government is aiming to make Shanghai Asia's economic hub by 2010. In other words, this is an extremely attractive destination for business air travel.

Leisure travel from China is also expected to increase. China and the EU have signed an agreement – ADS –, which provides Chinese citizens tourist visas to EU countries.

"Our daily flights to Beijing from Copenhagen are, in principle, always fully booked and we foresee a continued demand for travel between China and Europe. As the largest industrial and commercial market, Shanghai has enormous growth potential," says Sören Belin, Executive Vice President and COO, Scandinavian Airlines.

With the addition of this route, Scandinavian Airlines has nine intercontinental destinations. All of these destinations are served by the modern, new Airbus aircraft.

For further information, please contact:

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*Facts about Shanghai:*

*Inhabitants: 7,500,000 (city); 16,730,000 (metropolitan area)*

*Time zone: GMT + 8 (GMT + 7, from last Sunday in March to last Saturday in October)*

*Currency: Chinese Yuan CNY 1 = 0,12 USD, USD 1 = 8,26 CNY*

*Temperature: average in January 3°C and July 28°C*

*Nearest major cities and airports: Hangzhou, HGH and Nanjing, NKG*

SCANDINAVIAN AIRLINES COMMUNICATIONS DEPARTMENT