



Scandinavian Airlines System
Denmark Norway Sweden
SAS Corporate Communications
SE-195 87 Stockholm, Sweden
Telephone: +46-8-797 0000
Fax: +46-8-797 1515

Press release

2000-11-15

Page 1/2

Star Alliance completes its structure

New CEO to lead Management-Team

Star Alliance™, has now completed its full-time Alliance Management Team (AMT) - the executive body of the partnership.

As of February 1, 2001 William L. Meaney takes over as Chief Executive Officer from Friedel Rödiger, who retires after guiding the Alliance in various functions since its founding days.

Four other AMT Executives have also been formally appointed:

Louise Mc Kenven	Vice President "Marketing"
Rick S. Merkatz	Vice President "Sales"
Horst E. Findeisen	Vice President "Global Network"
Brock Friesen	Vice President "Strategy"

The Star Alliance Management Team translates directions and policies from the alliance's highest governing body, the Chief Executive Board, and the Alliance Management Board, develops policies and plans, implements products and operates budgets. It is headed by the CEO and its Deputy CEO & Chief Administration Officer, Bruce Harris. Other Strategic Development Areas within the AMT include Seamless Service and Product Development (headed by Per Stendebakken), Information Technology (Tim Moore) as well as Purchasing (Alan Mauger), Human Relations (Dan Grenier) and Corporate Communications (Christian Klick).

The handover of leadership took place at the regular summit of the airlines presidents and CEO's held in Cancun, Mexico. Fernando Flores, President and Chairman of Mexicana de Aviacion, the youngest member of Star Alliance welcomed his colleagues to a two day worksession in the resort town of the mexican caribbean. "Contents and quality of our discussions, " he sums up the results of the meeting, "demonstrate once more the commitment, which each of our airlines brings along to let Star Alliance maintain its lead over the competition."



Scandinavian Airlines System
Denmark Norway Sweden
SAS Corporate Communications
SE-195 87 Stockholm, Sweden
Telephone: +46-8-797 0000
Fax: +46-8-797 1515

Press release

2000-11-15

Page 2/2

Bill Meaney, Star Alliance' new Chief Executive officer has served as Executive Vice President Alliances, Network Management and Global Sales for South African Airways during the last 2 ½ years of its turnaround. Prior to this assignment he worked as strategic consultant across numerous industries and was CEO of a South African pharmaceutical company.

Louise Mc Kenven headed Marketing Communications at Air Canada and has worked for Star Alliance since 1997, chairing its Marketing Communications activities. The Development of the Brand, Marketing Communications as well as the harmonisation of Frequent Flyer Programs across the alliance will be parts of her new responsibility.

Richard. S. Merkatz has been named Vice President, Star Alliance and head of Sales as a Strategic Development Area. In this role he will be responsible for all joint sales activities of the alliance. Mr. Merkatz joined United Airlines in 1974 and has held a number of sales and marketing management positions within the world's largest airline. Prior to his Star Alliance assignment, Richard Merkatz was Director of International Market/Sales Planning at United's world headquarters in Chicago, a position he held since 1995

Horst E. Findeisen has joined the AMT as Vice President and in charge of the strategic development area „Global Network“. He succeeds Ross MacCormack of Air Canada, who is now Chairman of the Star Alliance Management Board which supervises the work of the AMT. Mr. Findeisen comes from the position of General Manager, Network Management – Alliances at Lufthansa. Since he joined the German airline in 1982, Horst Findeisen's career has encompassed a number of management positions both within the passenger airline as well as with Lufthansa Cargo.

Brock Friesen served as Vice President, Alliances of Canadian Airlines (now part of Air Canada) before he was named to the Star Alliance Management Team as Vice President and head of „Strategy“. Since 1986 he was responsible for Canadian's alliances with other airlines. Prior to joining the air transport industry, Mr. Friesen held a director's position as was responsible for policy, including deregulation of the natural gas industry, at Canada's Ministry of Energy, Mines and Petroleum resources. He also invented and patented the first single-engine hovercraft.

SAS CORPORATE COMMUNICATIONS