



### 17 Jun 2001 DELTA AIR LINES LAUNCHES UNIQUE, DIRECT DUBAI-NEW YORK JFK SERVICE

Delta Air Lines, America's leading transatlantic carrier, touched down for the first time at Dubai International Airport, in the United Arab Emirates, this evening marking the entry of the only US airline to directly serve the UAE market.

The UAE now becomes the 67th country on Delta's extensive worldwide network.

Flight DL 120, which left New York JFK with a full passenger load, arrived at Dubai International Airport's state-of-the-art Sheikh Rashid Terminal, via Cairo, to a water-cannon salute and a VIP reception with His Highness Sheikh Ahmed bin Saeed al Maktoum, President, Department of Civil Aviation, Government of Dubai and Chairman of the Emirates Group heading the welcoming delegation.

HH Sheikh Ahmed boarded the state-of-the-art, long-range MD-11 aircraft to personally welcome to Dubai, a Delta delegation which included the airline's President and Chief Operating Officer, Frederick W. Reid and its Chief Financial Officer, Michele Burns.

#### Press conference - 2

"Delta's arrival is a major milestone in Dubai's rapidly evolving aviation history," said HH Sheikh Ahmed. "Dubai International Airport is now served by 95 carriers but Delta is the only American airline to offer a direct route to New York JFK.

"The USA is now a key target for various industries within Dubai. We are looking to bring more American tourists here and to enlist major US corporations into the growing number of multi-nationals operating regional headquarters here, particularly those from the I.T. and media sectors, which would be ideally located in the Technology Free Zone. "We look to Delta to assist in building awareness of Dubai and the UAE throughout the USA and the launch of this service will play a major role in creating a

closer two-way relationship. Anticipated passenger growth from the US was a key factor in further developing Dubai International Airport, which we project will handle 14 million passengers this year, 19.3 million in 2005 and 31.4 million in 2010.

"We also envisage this service boosting cargo movements through Dubai International Airport, which are already growing at a tremendous pace. Dubai Cargo Village last year handled 581,995.90 tonnes of freight - a growth of 18.6% over 1999."

A hostess in traditional dress offered the Delta delegation an Arabian rosewater welcome before the party moved to Dubai International Airport's impressive VVIP suite to a further welcome from UAE folkloric Ayala dancers.

Tomorrow morning (June 18) Delta will launch the first of its thrice-weekly, direct Dubai-New York JFK flights. Delta flight DL 121 will depart Dubai International Airport at 07.00 tomorrow and arrive in JFK at 15.30 local time.

The flights will operate from Dubai every Monday, Thursday and Saturday with flights to Dubai from New York every Tuesday, Thursday and Saturday, departing at 17.35 and arriving at 17.15 the next day. Press conference -3 "We believe this service will build both business and leisure links between our two countries and the two global aviation hubs of Dubai and New York," said Frederick Reid.

"Last year more than 200,000 people travelled between the UAE and USA. Almost a third of these went to New York, which is the largest single destination for travellers from this country. These are very impressive figures and we will continue to build on them by promoting Dubai as a key destination within the USA in addition to New York as a gateway to the US for UAE passengers.

"Dubai is the commercial centre and trading hub of the Gulf and we have high expectations



of both cargo and passenger traffic. Our flights will provide the quickest service from Dubai to New York JFK offering same-day arrival, which is a major competitive advantage to ensure swift cargo delivery times.

"In making the business decision to launch this service we are conscious of the fact that the MENA-USA market represents a potential of 3.1 million passengers annually." Delta's new MD-11 service from Dubai offers a two-class service with 50 seats in the airline's award-winning BusinessElite class and 208 in economy class.

Just two years ago, Delta revolutionised international business class travel with the introduction of BusinessElite offering sleeper-style seats with 60 inches of pitch and five feet of legroom, a fully electronic control system, and two-by-two seating, which means there is never a middle seat.

### Press conference - 4

"Passengers flying with Delta to New York in the BusinessElite cabin will enjoy one of the best intercontinental business class services in the sky," said Reid.

"From our spacious cabin arrangement to the extensive meal service, featuring a five-course,

global cuisine menu, it is truly a superior service. And, our in-flight staff will provide all of our customers with the gracious and attentive service travellers have come to expect from one of the world's leading international airlines.

"Additionally, we have enhanced our entire in-flight service with our Middle Eastern passengers in mind. We have added Arabic speaking flight attendants, entertainment with a real regional focus, and our onboard global positioning system will constantly highlight the direction of Mecca during flight."

Reid continued that linking Dubai to Delta's network of flights from New York will provide travellers from the Middle East with the chance to travel from anywhere to everywhere using Delta flights.

"From New York, Delta can connect passengers smoothly on Delta to over 30 cities in the USA, Canada, Mexico and the Caribbean. Further, as a member of the SkyTeam alliance, Delta and its partners - Aeromexico, Air France, CSA Czech Airlines and Korean Air - will provide them with a network structure that allows them to travel on the most important routes in the Northern Hemisphere, where more than 80 percent of the world's passengers choose to travel."