



Press Release

Star Alliance Services Appoints DDB on Global Account

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FOR IMMEDIATE RELEASE

Star Alliance Services, the organization serving the world's leading airline alliance, has appointed DDB to handle its global communications.

The appointment, effective immediately, follows a three-month-long search for the best agency to handle Star Alliance communication activities. DDB will be responsible for all global marketing and loyalty communications for the Star Alliance brand, with all work being centrally produced and distributed from Europe while making maximum use of the DDB global network and reach.

Philip Saunders, VP Commercial, Star Alliance Services GmbH, said: "Following a thorough review of our loyalty and marketing communications agencies, we're delighted to appoint DDB, an agency with the quality, experience and creative excellence we've been searching for, and look forward to working closely with them as a truly valued extension of our Loyalty and Marketing team."

Chuck Brymer, President and CEO of DDB Worldwide, noted: "I'm doubly pleased about this news. It's a great win and it also is another illustration that clients come to DDB for creative business solutions that work across communications channels."

Commenting on the win, Michael Bray, President of DDB Europe, said: "We're delighted that we've won this prestigious piece of business. Star Alliance is the leader in its field, and we're looking forward to doing some world-class work for this world-class client."

The Star Alliance network was established in 1997 as the first truly global airline alliance to offer



customers worldwide reach and a smooth travel experience. Star Alliance was voted Best Airline Alliance by Skytrax in 2003 and 2005. The members are Air Canada, Air New Zealand, ANA, Asiana Airlines, Austrian, bmi, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Singapore Airlines, South African Airways, Spanair, SWISS, TAP Portugal, THAI, United, US Airways and VARIG Brazilian Airlines. Regional member carriers Adria Airways (Slovenia), Blue1 (Finland) and Croatia Airlines enhance the global network. Overall, the Star Alliance network offers more than 15,500 daily flights to 842 destinations in 152 countries.

DDB Worldwide (www.ddb.com), twice named *The Gunn Report's* Most Awarded Agency Network, *Adweek's* Global Agency and *Ad Age's* Global Network of the Year. Four-time winner, Clio Agency Network of the Year. Winner of more awards than any other network in the history of the Cannes International Advertising Festival. Tribal DDB, named *Adweek's* Interactive Agency of the Year for 2005.

DDB London is the current IPA Effectiveness Agency of the Year (2000 to the present) and is also the current British Television Advertising Agency of the Year. DDB London is also the most awarded agency office globally in the history of the Gunn Report.

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