



Scandinavian Airlines

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A STAR ALLIANCE MEMBER 

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SAS makes it possible for all customers to upgrade on long-haul flights

SAS Scandinavian Airlines is now the first European airline to offer all its customers the opportunity to purchase an upgrade on long-haul flights, which will be confirmed 24 hours prior to departure, pending seat availability.

Until now, airlines have only offered upgrades using frequent flyer points, which have limited opportunities to only customers of an airline's frequent flyer program or airline alliance. With the new service that SAS launches today, all customers with an SAS booking can register for an upgrade request immediately after booking*. If there are seats available and the upgrade request is successful, the upgrade will be confirmed 24 hours prior to departure and the customer will also receive frequent flyer points of the new service class' level.

Economy passengers can purchase an upgrade to Economy Extra or Business class on SAS's intercontinental flights between Scandinavia, the US and Asia, while Economy Extra passengers also can buy an upgrade to Business class.

Upgrade fees will range between \$250 and \$1100 depending on destination and service class. To upgrade from Economy to Economy Extra will start at \$250, from Economy to Business at \$700 and from Economy Extra to Business will start at \$400.

As the service is available only on availability-basis, along with the option for members of SAS's frequent flyer program EuroBonus or through the Star Alliance Upgrade Awards to upgrade using points, there is no guarantee an upgrade request is successful. If the customer's upgrade request is not successful, the upgrade fee will be refunded.

The new upgrade travel option is available either directly from SAS's websites or by logging on to www.optiontown.com. To use the service, which is provided by Boston-based Optiontown, the customer will have to pay a nominal sign up fee to join Optiontown.

For more information on SAS's three service classes – Economy, Economy Extra and Business – please visit www.flysas.com/intercont.

* = Customers can register their upgrade request immediately after booking as long as it is within maximum seven months prior to departure.

For more information, please contact:

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