

# **SOUTH AFRICAN AIRWAYS ANNOUNCES NEW SERVICE FROM NORTH AMERICA TO MAUN, BOTSWANA**

## ***Same-Day Connection Available with Daily Non-Stop New York Flight***

**Fort Lauderdale, FL (Apr. 8, 2009)** – South African Airways (SAA) announced plans to expand its already extensive route network in Southern Africa with the introduction of new daily jet service between Johannesburg and Maun, Botswana. SAA's regional partner, South African Express (SAX), will begin operating one daily flight on July 1st with a 50-seat Canadair CRJ-200 regional jet. The flight schedule will allow for convenient same-day connections for passengers who fly on SAA's new morning non-stop service from New York JFK, which begins May 1<sup>st</sup>.

"Botswana is a destination with incredible growth potential, and this new service is in line with South African Airways' strategy of providing the most comfortable and convenient service to more of Africa," said Marc Cavaliere, executive vice president, North America, for South African Airways. "Maun is Botswana's tourism capital and gateway to one of the most untouched areas for safari in the African bush thanks to its proximity to the world-renowned Okavango Delta. This service will provide a new and faster option for travelers to get there on the airline consistently named 'Best Airline to Africa.'"

"The United States is consistently amongst the top three long-haul source markets for Botswana," says Leslee Hall, director, Partner Concepts and North America marketing representative for Botswana Tourism Board. "Increasing the frequency, capacity, and convenience of air service between the United States and Botswana, and in particular between Maun and Johannesburg, is a critical factor in increasing tourism volume from the United States. We welcome this new service into Maun at a time when tourism volume from the United States is at its peak."

The new flights to Maun (MUB) are now available for bookings. To purchase seats, please call 1-800-722-9675 or your travel agent. For more information on Botswana, please call 1-888-675-7660, visit [www.botswanatourism.us](http://www.botswanatourism.us), or email [info@botswanatourism.us](mailto:info@botswanatourism.us).

South African Airways is celebrating its 75<sup>th</sup> Anniversary in 2009, having been founded in February 1934, and since then has led the way in offering world-class service from Africa to the world. This attention to service throughout the years has resulted in the airline consistently being named "Best Airline" and "Best Business Class" to Africa by numerous travel experts and publications. Today, it is poised to continue this tradition of excellence by continuously enhancing its product offering, including non-stop service

from New York JFK to Johannesburg, commencing May 1<sup>st</sup>. For more highlights on South African Airways' 75-year history, visit [www.flysaa.com](http://www.flysaa.com), and link to "About Us."

South African Airways features the only nonstop service from the U.S. to South Africa with daily departures from either Washington, D.C. (until April 30<sup>th</sup>, with a stop in Dakar commencing May 1), and direct service from New York (operating non stop effective May 1) that offer travel convenience and award-winning service. Travelers in premium class enjoy 180° fully flat-bed seats, and in economy class enjoy the most legroom versus competitors. Every seat on board offers an individual on-demand entertainment system, plush pillow, warm blanket and amenity kit. SAA's unrivaled network, featuring seamless connections to more than 20 destinations within South Africa, and more than 20 cities across the rest of the continent, makes the airline the savvy traveler's "gateway to Africa." To complement this network, a world of privileges awaits those who join Voyager, South African Airways' premier mileage program. To sign up, visit [www.flysaa.com](http://www.flysaa.com), and link to the Voyager icon. As a Star Alliance member, South African Airways is able to offer its customers 912 destinations in 159 countries and more than 16,500 flights daily, including convenient connections from more than 25 cities in the U.S. through code share service with Star Alliance member United Airlines. Members of United's Mileage Plus, US Airways' Dividend Miles and Air Canada's Aeroplan programs are able to earn and redeem miles on all SAA flights. For more information on South African Airways, please call (800) 722-9675 or visit [www.flysaa.com](http://www.flysaa.com), where travelers can sign up to be notified of other great travel deals and vacation packages.