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Best Airline in Africa
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Ethiopian Colourfully Celebrates 20th Anniversary of ShebaMiles

Addis Ababa, 12 November 2019

Ethiopian Airlines, the Largest Aviation Group in Africa and SKYTRAX Certified Four Star Global Airline has colourfully celebrated the 20th anniversary of its loyalty program, ShebaMiles, and Customers' Day on 12 November 2019 at Ethiopian Skylight Hotel. The grand anniversary event brought together high ranking government officials including ministers, ambassadors and the diplomatic community, ShebaMiles members management and board members of the airline and aviation stakeholders.

On the occasion, Ethiopian Airlines awarded its ShebaMiles platinum members and cargo customers for their continuous support and patronage to the airline.

Airlines Group CEO Tewelde GebreMariam said " *We are excited to offer our members with more ways to earn miles over the years. Throughout these years, our customers have immensely contributed to the development of the loyalty program. Our Frequent Flyer Program has teamed up with several airlines and non-airline partners to create a world of choices for members to accumulate miles. Going forward, we will continuously strive to offer enormous privileges for our customers underpinned by our digital solutions. We sincerely thank our loyal members and partners for their continued support throughout the years and for inspiring us to constantly enrich their travel and overall travel experiences.*"

Originally named after the Queen of Sheba of Ethiopia who gave generous reward to King Solomon, according to the Ethiopian mythology, ShebaMiles was launched in February 1999 and the loyalty program has now more than 3 million members.



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Note to Editors:

About Ethiopian

Ethiopian Airlines Group (Ethiopian) is the fastest growing Airline in Africa. In its seventy plus years of operation, Ethiopian has become the continent's leading carrier, unrivalled in efficiency and operational success.

Ethiopian commands the lion's share of the Pan-African passenger and cargo network operating the youngest and most modern fleet to 125 international passenger and cargo destinations across five continents. Ethiopian fleet includes ultra-modern and environmentally friendly aircraft such as Airbus A350, Boeing 787-8, Boeing 787-9, Boeing 777-300ER, Boeing 777-200LR, Boeing 777-200 Freighter, Bombardier Q-400 double cabin; with an average fleet age of five years. In fact, Ethiopian is the first airline in Africa to own and operate these aircraft. Ethiopian is currently implementing a 15-year strategic plan called Vision 2025 that led it to become the leading aviation group in Africa with Six business centers: Ethiopian International Services; Ethiopian Cargo & Logistics Services; Ethiopian MRO Services; Ethiopian Aviation Academy; Ethiopian ADD Hub Ground Services and Ethiopian Airports Services. Ethiopian is a multi-award-winning airline registering an average growth of 25% in the past eight years.

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