

## Edelweiss Air reaches new heights

Edelweiss Air carried a total of 703 000 passengers in 2009, some 25% more than in the prior-year period. In a tough economic and business environment, the airline's encouraging traffic performance is a testament to its partnership with SWISS and its ability to offer a quality product that is carefully tailored to leisure travellers' needs. Edelweiss Air also earned two key distinctions, from the readers of *ReiseBlick* magazine and in the annual Travel Star industry awards.

The introduction of individual seat sales, in collaboration with SWISS, was a key factor in the excellent seat load factors achieved. "I am delighted that, working with our fellow professionals at SWISS, we were able to perform so well in 2009," says Karl Kistler, CEO of Edelweiss Air, who is responsible for the airline's success together with its 220 personnel. "But it's not just our high loadings that confirm the rightness of our business model; it's also the satisfied reports we receive from the major tour operators among our customers, and the growing demand we are seeing for our services among travellers from abroad."

Edelweiss Air can look to the rest of the winter period with confidence, too. Current figures remain above their prior-year levels, as do present bookings for the already-published summer schedules. Firm trends for particular destinations cannot yet be clearly seen; but the demand for the new service to Calgary and Vancouver is particularly encouraging.

Zurich Airport, xx February 2010

For further information please contact:

Edelweiss Air, [www.edelweissair.ch](http://www.edelweissair.ch), Karl Kistler, phone +41 43 816 5060