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Rezidor announces partnership with airBaltic

The Rezidor Hotel Group, one of the fastest growing hotel companies worldwide, has joined the BalticMiles loyalty programme of the Latvian national airline airBaltic. With immediate effect, BalticMiles members earn 500 miles per stay at a Radisson Blu or Park Inn hotel in Europe, Middle East and Africa.

“Radisson Blu and Park Inn hotels are an excellent addition to the BalticMiles partnership programme. BalticMiles now steps even more out of the Baltic region, becoming an international loyalty programme offering added value to our clients”, comments airBaltic’s Commercial Director Tero Taskila. “This partnership strengthens Rezidor’s leading position on the Baltic market”, adds John Kennedy, Vice President Marketing & CRM at Rezidor. “Since June 2010, our group manages 9 former Reval hotels in Latvia, Estonia and Lithuania and has grown its Baltic portfolio to 13 hotels in operation with a total of over 3,000 rooms”, continues Kennedy.

BalticMiles is the first loyalty programme to bring together a number of companies in the Baltic States. It was launched in October 2009, and at this time, has over 20 partners – airBaltic, Neste Latvija, Nordea, Latvijas Mobilais Telefons, ESPA Riga, Islande Hotel, SAS, Sixt, Eurolines, LSG Sky Chefs, airBalticTravel.com, Līvu Akvaparks, Parex Plaza, Kolonna, Amber SPA Boutique Hotel, Rantasipi Hotels, Cumulus Hotels, Language Direct, Radisson Blu and Park Inn hotels. Clients can sign up for the BalticMiles programme by filling out an application form. It can be found at all airBaltic ticket offices, at registration desks, or in the business lounge at the Riga International Airport. Passengers can also apply for the programme at www.balticmiles.com or by contacting the airBaltic call centre.

About The Rezidor Hotel Group

The Rezidor Hotel Group is one of the fastest growing hotel companies in the world. The group features a portfolio of more than 400 hotels in operation and under development with more than 86,300 rooms in over 60 countries.

*Rezidor operates the brands **Radisson Blu Hotels & Resorts**, **Regent Hotels & Resorts**, **Park Inn** and **Country Inns & Suites** in Europe, Middle East and Africa, along with the goldpoints plusSM loyalty programme for frequent hotel guests. Under a worldwide licence agreement with the iconic Italian fashion house Missoni, Rezidor also operates and develops the new lifestyle brand **Hotel Missoni**.*

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Press Release

In November 2006, Rezidor was listed on the Stockholm Stock Exchange. Carlson Companies is the main shareholder.

The Corporate Office of the Rezidor Hotel Group is based in Brussels, Belgium.

For more information on Rezidor, visit www.rezidor.com

About airBaltic

AIR BALTIC CORPORATION (airBaltic) is a joint stock company that was established in 1995. The primary shareholders are the Latvian state, with 52.6% of stock, and SIA Baltijas aviācijas sistēmas, with 47.2% of stock.

The airBaltic fleet consists of 32 aircraft – ten Boeing 737-500, eight Boeing 737-300, two Boeing 757-200, eleven Fokker 50 airplanes and one Bombardier Q400Next Gen. airBaltic offers nonstop flights from three Baltic capital cities – Riga, Vilnius, and Tallinn.

airBaltic received the title of Airline of the Year 2009/2010 (Gold Award) from the European Regions Airline Association. airBaltic is the winner of Air Transport World Phoenix Award 2010 – a global recognition of excellence in restructuring business. airBaltic was chosen for anna.aero ANNIES Award as Europe's largest flag carrier by new routes.

For more information on BalticMiles, visit: www.balticmiles.com

airBaltic photos: <http://www.airbaltic.com/public/downloads.html>

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