

Media Release

MALAYSIA AIRLINES LAUNCHES ASEAN PASS, OFFERING 4 FLIGHTS WITHIN ASEAN FOR USD229

Subang (28 July 2009): Malaysia Airlines will once again delight travelers, with the introduction of ASEAN PASS, a set of 4 prepaid ticket vouchers offering greater value, flexibility and more connectivity within ASEAN for as little as USD229.

In officiating the launch, Secretary General, Dato' Dr. Ong Hong Peng on behalf of Minister of Tourism, Dato' Sri Dr. Ng Yen Yen congratulated Malaysia Airlines for their commitment in developing innovative products to stimulate travel into Malaysia.

“Rapid economic recovery in the ASEAN countries has increased the level of discretionary income, creating a viable market for tourism within the region. Today, more than ever before, there are people in the ASEAN countries who can afford to travel, at least, within the region,” said Dato' Dr. Ong.

Malaysia Airlines Chairman Tan Sri Dr. Munir Majid said the national carrier decided to develop the ASEAN PASS based on the positive growth in this region.

“In line with the Ministry of Tourism efforts to promote intra-ASEAN tourism, Malaysia Airlines has taken an innovative approach to support this initiative by developing the ASEAN PASS. This is expected to stimulate and motivate the market even more on top of our recent campaigns and promotions,” he said.

“It offers passengers the best value deal for travel on a maximum of four flights within ASEAN countries for only USD229 on economy class and USD729 on business class,” he said.

He also revealed that there were enhancements made to the menu served on ASEAN flights based on feedback from passenger surveys conducted within the ASEAN sector.



“Our passengers will be pleased to know that we have also enhanced our ASEAN menu on board our flights by increasing the quantity and the quality of the product offerings and popular local dishes such as Nasi Biryani, Satay & Nasi Goreng, Nasi Lemak, Roti Canai, Murtabak will soon be introduced in this region.

These meals will be served in biodegradable mealboxes for short haul flights on Economy class. These will be used on a staggered basis beginning with flights operating from Kuala Lumpur. So while we give customers what they want, we are also making sure we impact the environment in a positive way,” he added.

This is in line with Malaysia Airlines’ Business Transformation Plan (BTP2) and the national carrier’s call to Serve Customers, Make Money and Save Money.

“In Serving Customers, we press on with our vision to be the World’s Five Star Value Carrier anchored on our customer value proposition of MH=Malaysian Hospitality. In Serving Customers, we continuously strive to delight our passengers, providing them 5-Star service at affordable fares,” said Dr. Munir.

The ASEAN PASS is available through Malaysia Airlines' ticketing offices and appointed travel agents both in Malaysia and in Singapore, Brunei, Thailand, Indonesia, Philippines, Cambodia and Vietnam. The validity period is 3 months from the date of purchase with confirmation on the first outbound sector. Subsequent sectors can open dated.

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Issued by Media Relations Unit/Communications Division, Malaysia Airlines, Subang

For media enquiries, please contact:

Ismadi (03) 7840 3884 / (019) 307 4466 / ismady@malaysiaairlines.com
Su Wong (03) 7840 4485 / (017) 237 9355 / suwong@malaysiaairlines.com