



Embargo until November 29th 2010, 12 A.M.

**SAS Scandinavian Airlines France receives the « Prix d'Excellence PME »
business performance prize from the Swedish Chamber of Commerce in
France**

The prize is given out to SAS France for their actions taken the past twelve months which have strongly growth their competitiveness on an airline market in crises.

On November 29th, Kim Källström, Swedish professional football player (Olympique Lyonnais and Swedish national football team), will hand out the prize during the annual traditional French-Swedish reception organized by the Chamber of Commerce and the Embassy and attended by both political and economic public involved in the Franco-Swedish business world.

The selection committee has chosen SAS Scandinavian Airlines France » for its remarkable ability to remain competitive on an airline market in crisis through:

- **Operating efficiency improvement:** well-managed cutbacks in personnel and new working methods.
- **Record sales for 2010 in number of passengers, in relation to the number of seats offered,** despite an airline market in crisis and personnel reductions.
- In response to the **increased Swedish business activities in the Lyon region** SAS has in March 2010 opened up a new daily operation from Lyon to make it easier and faster to connect to any Swedish destination.
- **Setting up measures** to deal with the aftermath of the volcano's eruption on Iceland in spring 2010 through the repatriation of thousands of passengers from SAS, and even Air France, offering them alternative means of transportation to Scandinavia.

The prize also symbolizes the overall outstanding innovative skills of the group especially through the development of one way tickets. In 2010, prices dropped thanks to cost reduction improvements from 7 to 8 %. Operating profits for both the second and third quarters of the 2010 fiscal year have evolved from negative in 2009 to positive in 2010.

SAS Scandinavian Airlines is the only airline to have been granted the environmental protection ISO 14001 certification. It was nominated most punctual airline in Europe in 2009 and worldwide from June 2010 and onward.

Contact

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