

Kanoo Travel Appointed GSA for United Airlines



Kanoo Travel to provide reservations, sales and marketing support to United Airlines in Bahrain

Manama, Kingdom of Bahrain, May 17, 2010: Kanoo Travel, the largest travel management company in the Middle East, today announced that it has been appointed the GSA (General Sales Agent) contract with United Airlines for the Kingdom of Bahrain. As part of the agreement, Kanoo Travel will provide reservations, sales and marketing support for the airline in Bahrain.

Speaking on the agreement, Mr. Mubarak Kanoo, Deputy Group Chairman and Chairman of the Travel Board, Yusuf Bin Ahmed Kanoo, said, "We are delighted to be appointed the GSA for United Airlines in Bahrain. Our renewed relationship in Bahrain and long standing business relationships in other parts of the GCC is proof of our mutual understanding and vision in this market. We believe that Kanoo Travel and United Airlines are both

experienced campaigners in our respective industries and this partnership will not only complement our businesses but will also be mutually beneficial."

United Airlines inaugurated its direct flight between Washington DC and Manama on April 18, 2010. United is the first U.S. carrier with a direct route between the U.S. and Bahrain, and the flights will help establish new commercial and tourism opportunities for both countries. The new daily flight from the U.S.A will enable U.S.A and GCC based companies to travel directly between Bahrain and U.S.A.

"United Airlines and the rest of the Star Alliance partnership are a strong part of the global aviation industry and we are confident that this new route will further strengthen the value proposition to US and Europe bound passengers for the airline and its partners. It is certainly a great milestone in the regions travel industry to have United Airlines operating directly to Bahrain," Mr. Abdullah M. Abo Khamseen, Executive General Manager, Kanoo Travel added.

Kanoo Travel has been the pioneer of the Gulf's travel industry as the **Kanoo Group** set up its first travel office in this region in 1935. The company has the unique distinction of serving customers throughout the Middle East through its own servicing network. Kanoo Travel's objective is to provide customers top-class professional travel management services using the latest technology with the best customer service. The company, which has over 180 IATA locations in the region, provides the most comprehensive and specialized services in the travel industry, placing special emphasis on servicing and managing relationships with its large customer base in the region for which it has won numerous service-quality Awards in both the leisure and business travel sectors.

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