

29MAY09/1910

TO: ALL FLIGHT ATTENDANTS

RE: AMERICAN WAY INSERT - NEW RETAIL INITIATIVES

ON JUNE 1, A NEW AMERICAN WAY INSERT CALLED SIP & SAVOR AND SHOP WILL DEBUT ONBOARD. IT DESCRIBES OUR FOOD AND DRINK OPTIONS AS WELL AS SOME INITIATIVES THAT ARE COMING THIS SUMMER.

WHILE WE HAD PLANNED TO HAVE THE PROGRAMS UP AND RUNNING BY JUNE 1, BOTH PROGRAMS WILL LAUNCH LATER THIS SUMMER.

THE FIRST, ORDER ONBOARD BY SCUMBLE, WILL LAUNCH JULY 15. MORE INFORMATION IS TO COME INCLUDING A SPECIAL BRIEFING AND INTERACTIVE ON-LINE DEMONSTRATION. SCUMBLE WILL HANDLE ALL COMMISSIONS AND YOU*LL NEED TO SIGN UP AT THEIR WEBSITE. CURRENT TESTING HAS RESULTED IN ABOUT ONE ORDER IN 13 FLIGHTS - BUT THE POTENTIAL FOR GREAT COMMISSIONS EXISTS SINCE THE

1. PRODUCTS IN THE CATALOGUE RANGE IN PRICE FROM \$9.95 TO \$6,000!

THE SECOND PROGRAM WILL ALLOW INTERNATIONAL FLIGHT ATTENDANTS TO SELL HEATHROW EXPRESS TICKETS IN-FLIGHT AS PART OF THE DUTY FREE SERVICE ON THE WAY TO LONDON. THIS PROGRAM IS IN PLACE AT MANY OTHER AIRLINES AND COULD ALSO BE A SOURCE OF SIGNIFICANT COMMISSIONS FOR YOU. THIS PROGRAM, TOO, IS SLATED TO LAUNCH JULY 15.

YOU WILL SEE A NEW *MAIN MENU* SCREEN ON THE OR STARTING JUNE 1. PLEASE CLICK *FOOD/LIQUOR* TO PROCEED TO THE STANDARD OR SOFTWARE UNTIL YOU*VE BEEN BRIEFED ON THE NEW APPLICATION(S).

THESE TWO NEW ENHANCEMENTS WILL ALLOW YOU TO HELP CUSTOMERS MAKE BETTER USE OF THE IN-FLIGHT *DOWNTIME* AND COULD EARN YOU SOME SIGNIFICANT COMMISSIONS. MORE INFORMATION IS AVAILABLE ON THE FLIGHT SERVICE WEBSITE AND IN THE COMING WEEKS.

CRAIG JORDAN FLIGHT SERVICE PROCEDURES 963-6982 29MAY09