

November 7, 2007
Moscow

You Can Now Book And Pay Online for Hotel Accommodation With Your Credit Card And Earn Bonus Points

IGLOBE.RU - a new joint project between Citibank, Lufthansa and SWISS geared to the needs of sophisticated travelers

Citibank, Lufthansa and SWISS have jointly announced the launch of a new travel and tourism project, IGLOBE.RU.

IGLOBE.RU is the first Russian-based online travel booking service in the Russian market.

A number of solutions, which are novel for the Russian market, make this project unique: instantaneous online confirmation of booking, instantaneous online payment with a credit card, and a double benefit for customers (a discount on bookings at the time of payment plus bonus points redeemable against subsequent services provided by IGLOBE.RU).

Besides, it is only IGLOBE.RU that has direct contracts with leading international hotel chains, car rentals and airlines, which allows it to offer the best rates and the largest choice of flight and accommodation options.

The free bonus point accumulation program offered by IGLOBE.RU awards bonus points to the customer on every booking. One bonus point is equal to one euro. The bonus points may be redeemed at the time of the next booking. The security of online payments is guaranteed by the Swiss processing company Saferpay.

Until the end of April 2008, Citibank credit card holders will benefit from an exclusive special offer whereby they will get 20% more in bonus points when paying with Citibank credit cards, and Citibank-Miles & More credit card holders will get 50% more in award miles.

For the same period Lufthansa and IGlobe.ru have prepared an equally beneficial offer for their customers: a passenger who buys a ticket at Lufthansa's site www.lufthansa.com until end of April 2007 will be able to get 50% more in IGLOBE.RU bonus points when booking hotel accommodation at www.iglobe.ru.

Commenting on the launch of the new project, Vladimir Bredikhin, General Manager of BRADY S.A. (IGLOBE.RU), said: "We attach great importance to the development of the online services that are targeted at the Russian market. Given the huge popularity of such services throughout the world, we do hope that our travel management solution will find a broad response in Russia."

Michael Berner, Citibank Credit Card Business Development Director, commented: "Our customers have been telling us how important convenience and security are whether they are traveling or shopping on the Internet and, since Citibank first launched its credit cards in Russia in 2003, we have worked to ensure that our customers get best in class products to meet their financial needs. So, we believe that our customers will appreciate how the elements of convenience, speed and, most importantly, security have been combined in IGLOBE.RU."

Rene Koinzack, Lufthansa Marketing Director in Russia and CIS, said: "Buying tickets on the Internet is extremely popular. Electronic tickets - etix® - account for 80% of Lufthansa's own sales in Russia and in the CIS region. The customers are quickly mastering new online technologies and therefore we believe that this project will be a breakthrough in travel management owing to easily accessible service and attractive terms."

Karina Olkhovskaya, SWISS Sales and Marketing Manager, believes that this product is unique for the Russian market, and says: "Its simplicity and attractiveness will undoubtedly be appreciated by sophisticated travelers who are used to planning their trips themselves and trust their own taste and experience."