

**BA.COM SET TO CAPITALISE ON ANCILLARY REVENUE OPPORTUNITIES
With a New 3 Year Contract with Mondial Assistance**

Paris, 17th June 2008 - British Airways, the UK's largest international scheduled airline, has appointed the leading online travel insurance administration specialist Mondial Assistance to supply online travel insurance and assistance solutions* to its customers across 18 countries*.

This is a significant initiative for Mondial Assistance, which already boasts an impressive Client portfolio of major airlines across the globe. The contract will allow passengers to purchase travel insurance through www.ba.com with an additional 'opt-in' step in the online ticketing process.

The three year agreement will include policy sales and claims administration and will be a ground breaking program in countries such as Bulgaria, Romania and Cyprus, where such services currently do not exist.

By embracing ancillary revenue opportunities, a number of the UK's biggest airlines have been able to report substantial growth, as well as provide a comprehensive and competitive service to their customers.

Keith Vipan, Contracts Manager for British Airways commented, "We are very excited to work with the leading innovator in Europe and across the world of online travel insurance solutions. Through this partnership, we will be able to enhance the British Airways passenger experience and in addition, open up a new revenue stream revenue for the airline."

Erick Morazin, Director International Sales Travel for Mondial Assistance group added, "Providing travel insurance to travellers including trip cancellation, lost of luggage and overseas medical assistance is essential for an airline. Through our innovative online platform, British Airways is now able to offer a rounded solution. This enables tailoring insurance policies to the needs of its clients and effective sales of travel insurances as ancillary revenue."

**Germany, France, Spain, Austria, Sweden, Denmark, Netherlands, Greece, Finland, Poland, Belgium, Hungary, Portugal, Cyprus, Czech Republic, Bulgaria, Romania and Switzerland*

Mondial Assistance Group: an intervention every 3 seconds around the world.

International leader in Assistance, Travel Insurance and Personal Services, today the Mondial Assistance Group counts more than 9,356 employees who speak 40 different languages and work throughout the world with a network of 400,000 service providers and 180 correspondents. 250 million people, or 4% of the world's total population, benefit from its services, which the Group provides on all five continents. The Mondial Assistance Group is a member of the Allianz Group.

www.mondial-assistance.com

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