



SOUTH AFRICAN AIRWAYS

South African Airways
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**Media Release
For Immediate Release**

SOUTH AFRICAN AIRWAYS HONORED WITH THREE MAGELLAN AWARDS FROM TRAVEL WEEKLY

Airline Receives Distinguished Awards for Second Consecutive Year

Fort Lauderdale, FL (November 7, 2016) – South African Airways (SAA), the national flag carrier of South Africa and Africa’s most awarded airline, has been honored with three Magellan Awards for 2016 from Travel Weekly, the leading trade publication for the travel industry in North America. The Magellan Awards recognize the best suppliers and products in the travel industry from design to marketing to service delivery. The awards distinguish a broad range of companies within travel industry, including airlines and airports, cruise lines, destination tourism boards, tour operators and travel agencies. For 2016, South African Airways is proud to receive the following Magellan Awards:

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| Gold: Airline Marketing - Promotional Video | “What It Means To Be African” |
| Gold: Airline Marketing – Direct Mail | South African Airways Product Brochure |
| Silver: Tour Operator Marketing – Trade Collateral | South African Airways Vacations 2016 Brochure |

“It is a distinguished honor to receive these awards and be recognized by travel industry experts on the value of our marketing platforms,” said Todd Neuman, Executive Vice President, The Americas for South African Airways. *“This is the second consecutive year that South African Airways has received Magellan Awards and they serve to reaffirm our commitment to provide quality products and marketing material for our valued travel partners to utilize in the promotion of travel to Africa.”*

“This year’s winners continue to raise the bar, establishing themselves as not just the most talented and creative people in the travel industry, but among the best in most any industry,” said Bruce Shulman, Vice President and Group Publisher of Travel Weekly. *“Our expert judges and readers recognize that South African Airways marketing platforms continue to inspire and enhance the promotion of travel to Africa and we congratulate them on achieving these awards.”*

Directors

DC Myeni* (Chairperson), MGT Ramano* (Deputy Chairperson), MM Zwane (Acting Chief Executive Officer), P Nhantsi (Interim Chief Financial Officer), SS Buthelezi*, HP Maluleka*, M Malunga*, MS Mbatha*, TN Mgoduso*, N Moola*, AH Moosa*, JG Sepamla*, BS Tshabalala*, MP Tshisevhe*

*Non-Executive Director

Company Secretary – RN Kibuuka
South African Airways SOC Ltd

Reg. No. 1997/022444/30

A STAR ALLIANCE MEMBER 

To participate in the Magellan Awards, travel companies submitted various multimedia elements for each respective award category, such as photos and videos, print materials and websites, which are designed and marketed for promotion within the travel industry. The judges evaluated the entries based on how relevant the elements were to the sector of the travel industry, the design of the supporting material and whether they found the entry to be appealing or intriguing to promoting the product.

As the leading carrier from the U.S. to South Africa, South African Airways is the only airline to offer daily nonstop service from New York – JFK to Johannesburg and daily nonstop service from Washington, DC-Dulles to Accra, Ghana or Dakar, Senegal, with continuing service to Johannesburg. From its hub in Johannesburg, SAA offers business and leisure travelers convenient connections to over 75 destinations on the African continent in partnership with its regional airlines SA Express, Airlink and Mango.

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About South African Airways

South African Airways (SAA), South Africa's national flag carrier and the continent's most awarded airline, serves over 75 destinations worldwide in partnership with SA Express, Airlink and its low cost carrier Mango. In North America, SAA operates daily nonstop flights from New York-JFK and direct flights from Washington D.C.-IAD (via Accra, Ghana and Dakar, Senegal) to Johannesburg. SAA has partnerships with United Airlines, Air Canada, JetBlue Airways, American Airlines and Virgin America, which offer convenient connections from more than 100 cities in the U.S. and Canada to SAA's flights. SAA is a Star Alliance member and the recipient of the Skytrax 4-Star rating for 14 consecutive years.

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