



Media Release

22 January 2008

EMIRATES' CONDUCTING DAYS TO CONTINUE

Three year Principal Partnership renewal takes collaboration through to 2010

Emirates today announced a three-year renewal of its Principal Partnership with Australia's leading orchestras, continuing the airline's support of the Australian arts community through to 2010. Emirates is the Principal Partner of the Sydney, Melbourne and West Australian Symphony Orchestras.

Unique in its nature, the Principal Partnership was the first arts sponsorship of its type in Australia, and possibly the world, when it commenced in 2003. The sponsorship represents the biggest combined partnership in the corporate sponsorship history of the Symphony Orchestras.

Emirates expansive route network encompassing 22 destinations in Europe provides the orchestras with the opportunity to fly internationally acclaimed performers to Australia and to take the orchestras' talents to the rest of the world.

Maurice Flanagan, Executive Vice Chairman Emirates Airline & Group said: "Emirates considers its role as Principal Partner of the Symphony Orchestras to be an enormously valuable component of its extensive sponsorship portfolio and its business activity. With strong international profiles and high standards of excellence, the orchestras reflect some of our defining characteristics.

"As its wider community travels frequently and requires superior quality in an airline, our services also meet an existing need for the Symphony Orchestra audience. For Emirates, this partnership has helped us to reach out to Australians and I'm very pleased that we are able to renew the agreement for a further three years."

The Orchestras have been present during many of Emirates' key milestones, including the launch of the Airbus A340-500 aircraft and non-stop flights to Dubai; launching double daily flights from Sydney via Bangkok; and performing at events for partners including the Australian Jockey Club and Collingwood Football Club.

Libby Christie, Managing Director of Sydney Symphony said they are delighted Emirates has renewed their long term association. "Emirates will continue as naming sponsor of the Sydney Symphony's highly successful concert series, the Emirates Metro Series and as Presenting Partner of the position of Chief Conductor and Artistic Director. This was highly successful for both parties and we look forward to further brand alignments and activation of this exciting partnership."

"WASO and Emirates both pride themselves on first class service and experiences, allowing for a great partnership. I am pleased the Principal Partnership that has been so successful over the last five years will continue," said Keith Venning, Chief Executive Officer of WASO.

Managing Director of the Melbourne Symphony Orchestra, Trevor Green said "Emirates have had a superb relationship with the MSO for a number of years, and we are thrilled that they have agreed to renew for a further three years as our

Principal Partner. Like Emirates, we pride ourselves on the quality of our customer service, the highest standards, and the excitement of a wonderful experience. Our partnership with one of the world's greatest airlines will continue to help the MSO present the very best live Symphonic experience, to the widest possible audience.

"I am delighted with the renewal of our Partnership, and thank Emirates for their vision and support of the Australian Orchestras."

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About Emirates

Since its launch in 1985, Emirates Airline has received more than 300 international awards in recognition of its efforts to provide unsurpassed levels of customer service.

Emirates is the world's third most profitable and among the fastest growing and 20 largest international airlines. It is based in Dubai, one of the few cities in the world that pursues an open-skies policy, with more than 110 airlines in free and fair competition.

Emirates global network now features services to 99 cities in 62 countries in Europe, North America, the Middle East, Africa, the Indian subcontinent and Asia-Pacific. New routes for 2007 have included Venice, Sao Paulo, Ahmedabad, Newcastle, Toronto and Houston.

Emirates operates 49 flights per week from Australia to Dubai. This includes a double-daily service from Sydney, Melbourne and Perth. One service daily from Sydney operates via Bangkok while one service daily from Melbourne operates via Singapore. Brisbane operates daily flights to Dubai via Singapore.

Emirates operates 28 flights per week into New Zealand - daily into Christchurch from Sydney and thrice daily into Auckland from Sydney, Melbourne and Brisbane. Visit Emirates online at: www.emirates.com/au