



## PRESS RELEASE

### **Golden Award to Attica Group at the 2019 LOYALTY AWARDS!**

Attica Group, parent company of Superfast Ferries, Blue Star Ferries and Hellenic Seaways, is pleased to announce the Golden Award received at the 2019 LOYALTY AWARDS organized by BOUSSIAS COMMUNICATIONS.

At the awards ceremony held on Tuesday, April 2<sup>nd</sup> in the presence of more than 200 business people and executives from the largest Greek companies, Attica Group received the **Gold award** in the category:

#### **Best in Loyalty & Engagement (Travel)**

for the Seasmiles Loyalty Scheme

The Loyalty Awards reward excellence in customer loyalty and reward schemes, making the accolade particularly important. The panel of judges included academics, representatives of industry bodies and executives from the fields of marketing, advertising, communications and customer service.

The Seasmiles Loyalty Scheme is open to passengers travelling with Superfast Ferries, Blue Star Ferries and Hellenic Seaways to and from the Cyclades, the Dodecanese, the North-East Aegean, the Saronic Gulf, the Sporades and Crete, as well as on routes between Greece and Italy. It is designed to provide its members exclusive benefits, gifts, special offers and high-quality services.

Attica Group is engaged in passenger shipping through SUPERFAST FERRIES, BLUE STAR FERRIES, HELLENIC SEAWAYS and AFRICA MOROCCO LINK, operating 30 vessels providing modern, high quality transportation services in Greece and abroad. Attica's vessels serve 60 unique destinations in 4 countries, connecting 71 ports.

Kallithea, 8<sup>th</sup> April 2019

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