



ΔΕΛΤΙΟ ΤΥΠΟΥ

New frequent traveller Loyalty Scheme programme SeaSmiles

Attica Group launched its new frequent traveller Loyalty Scheme programme, SeaSmiles, yesterday, 1st March 2011. This loyalty scheme programme is especially designed for all frequent travellers of SUPERFAST FERRIES and Blue Star Ferries who travel in Adriatic Sea, the Cyclades, the Dodecanese and Crete.

SeaSmiles programme offers exclusive privileges, unique gifts, special offers, promotions and high quality services to its members, through the Membership Card. The card is personalized and can easily be obtained by filling an official application form at the Reception on board all Group's vessels, earning 100 welcome new member's reward points. Alternatively, travelers may apply for membership on line at www.seasmiles.com and win extra 100 points bonus for online registration. Following registration all members win 1 point for every 1€ they spend.

Attica Group is engaged in the passenger shipping industry with Superfast Ferries and Blue Star Ferries vessels in the Adriatic Sea and the Greek Domestic Lines (Cyclades, Dodecanese and Crete). The Attica Group fleet consists of 12 modern and technologically advanced vessels, providing high quality transportation services for passengers, cargo and private vehicles.

Athens, 2nd March 2011

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