

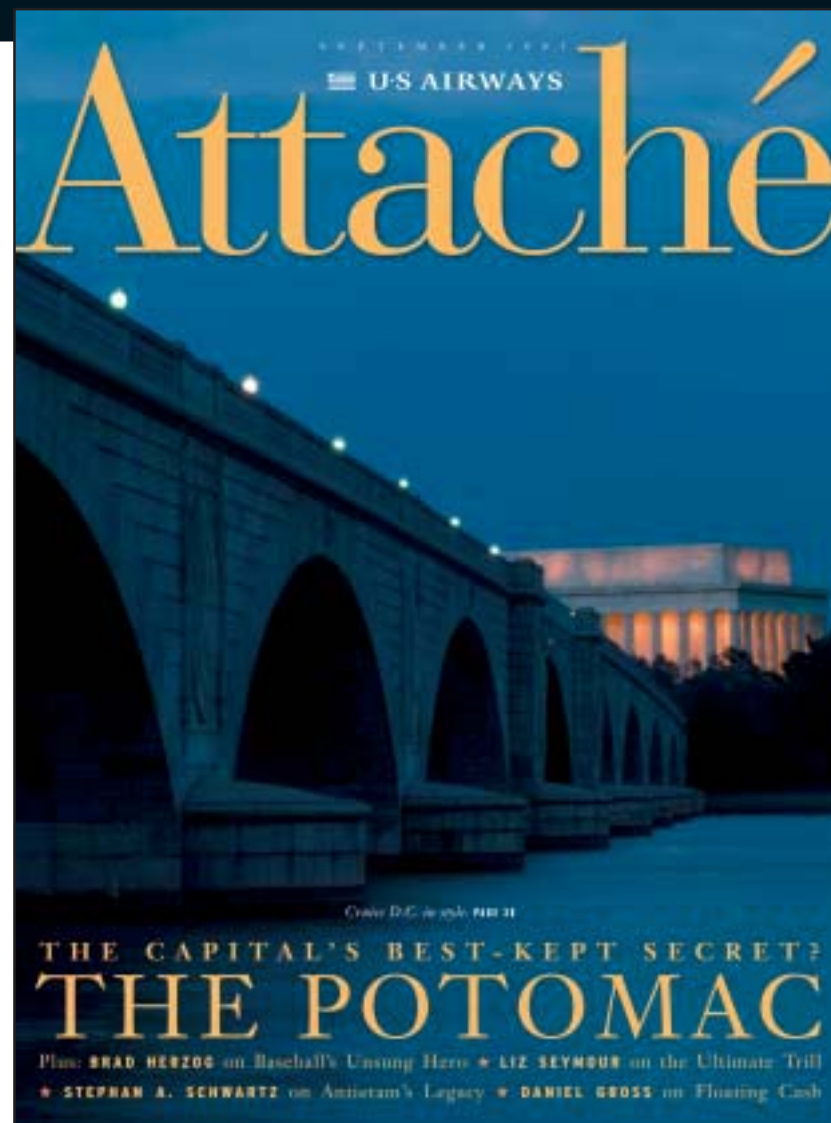


U.S. AIRWAYS

ttaché

BEST
INFLIGHT
4 YEARS
IN A ROW

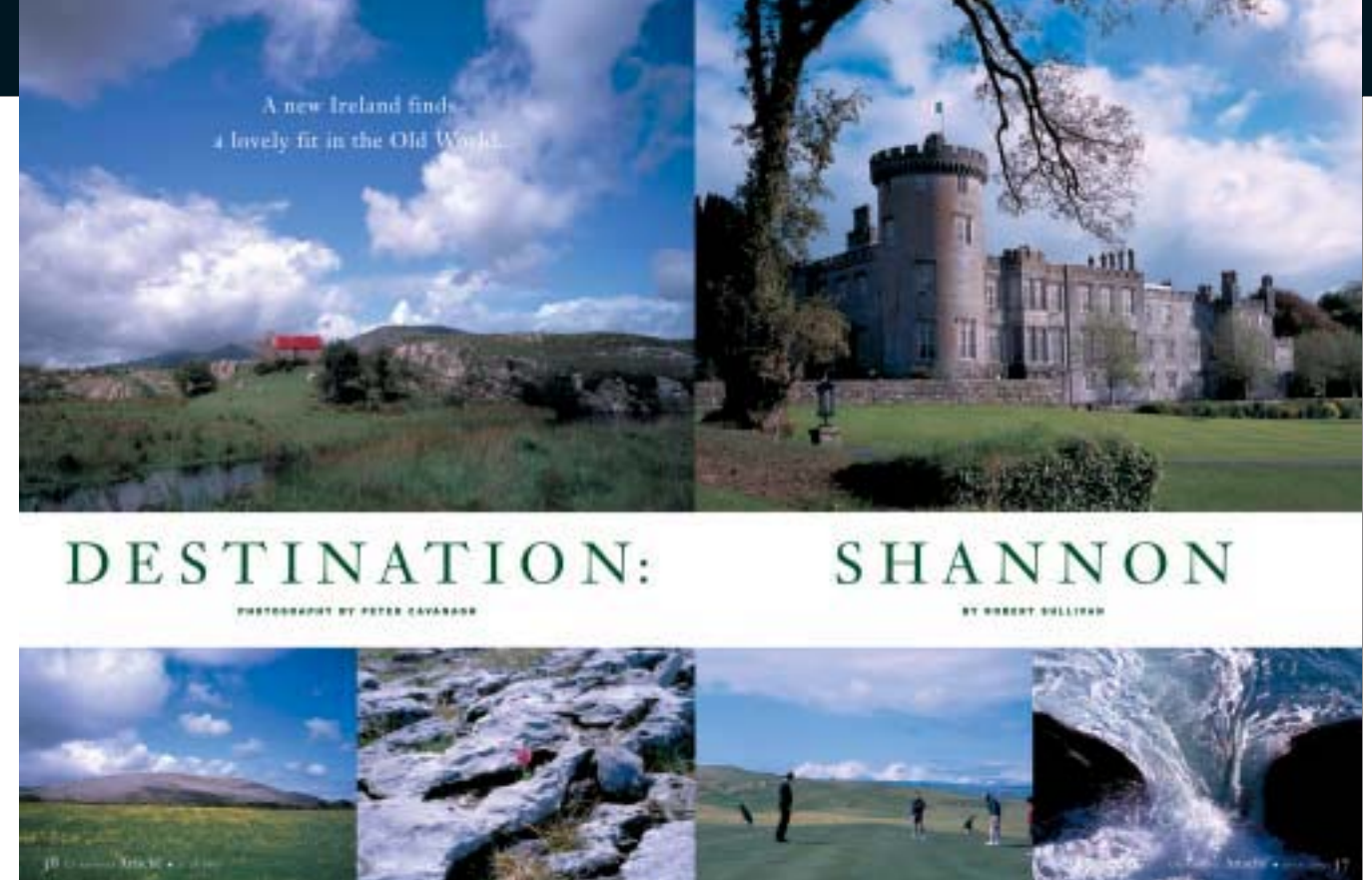
2004 MEDIA KIT



EDITORIAL MISSION

ATTACHÉ'S MISSION: INFORMING THE WELL TRAVELED

The magazine, produced by a dedicated editorial staff and a cadre of writers, many renowned for their work as Pulitzer Prize winners, aims to reach a highly literate reader by covering places, people, history, science, technology, food, pop culture, sports, and more. ATTACHÉ distinguishes itself by creating editorial content not likely to be seen in other magazines. Another key facet of ATTACHÉ'S mission is to present a blended editorial: lighthearted with serious, historical with contemporary, and abstract with tangible.



DESTINATION:

SHANNON

PHOTOGRAPHS BY PETER CAVARANO

BY ROBERT BULLIHAN

ATTACHÉ READERS

have a desire for nice things, the need to travel for business and pleasure, and they have high incomes to afford what they want.

TARGET AUDIENCE:

Business Travelers and Frequent Flyers

GROWING READERSHIP:

Nearly 40% growth in readership in three years (1.19MM to 1.66MM)

GEOGRAPHIC DOMINANCE:

US Airways dominates the Eastern Power Corridor, the source of nearly 30% of GDP and the area where a majority of Fortune 500 companies are headquartered

AWARD-WINNING EDITORIAL:

Selected the Best Inflight Magazine four years in a row; winner of more than 60 awards for editorial and design excellence

AFFLUENT READERS:

More than 44% have HHI of \$100,000; #7 of all MRI measured magazines

INFLUENTIAL READERS:

#3 for Top Management

CAPTURED READERS:

Delivers readers in captured environment without the interruptions of home or office

LOW READER DUPLICATION:

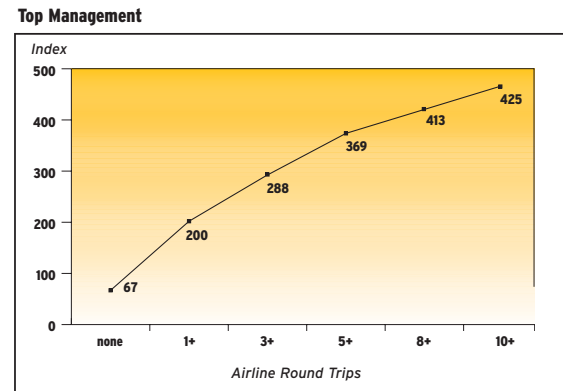
Averages only 11.3% duplication with other major inflight publications

LOYAL TRAVELERS:

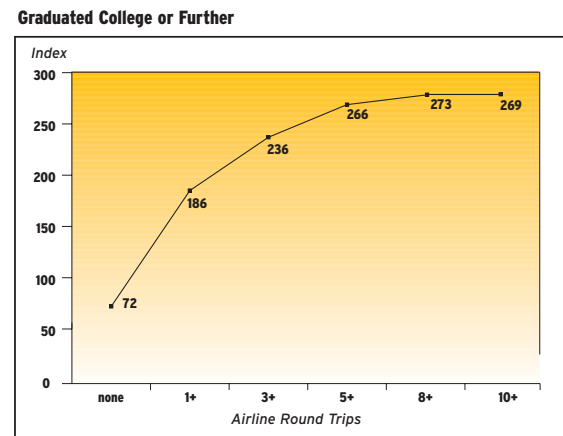
More than 60% of US Airways passengers do not fly on any other major airlines

Who is our core reader? ... the frequent traveler.

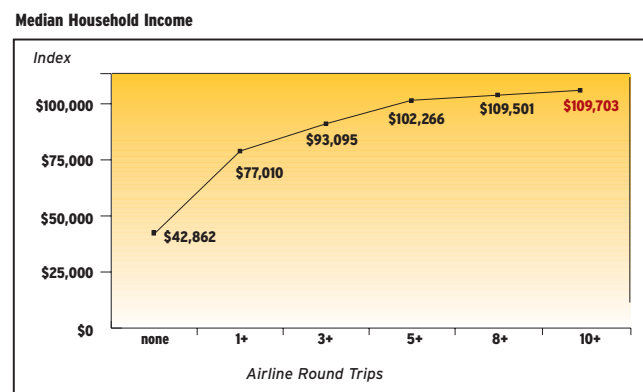
The more you fly the more likely you are to be top management.



The more you fly the more likely you are to be well-educated.



The more you fly the more likely you are to be wealthy.



US AIRWAYS BOARDED MORE THAN 54 MILLION PASSENGERS

in 2002 (over 4.5 million per month)—ranked as the 5th largest airline carrier in the world.

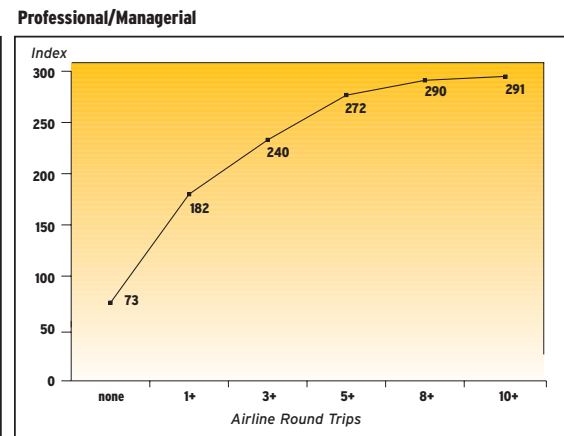
Source: US Airways

FREQUENT AIRLINE TRAVELERS ARE*

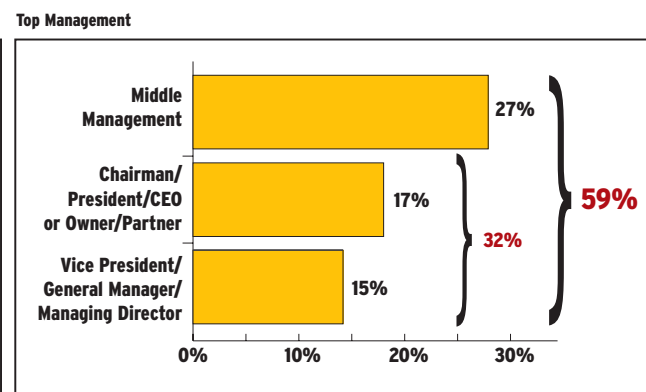
- well-educated
- influential at their place of employment
- highly compensated

* have taken 6 or more round trips per year

The more you fly the more likely you are to be a professional or manager in a company.



6 of ten frequent flyers are in management positions, and nearly a third are top decision-makers in their company.



Source: MRI Doublebase 2003; J.D. Power and Associates Frequent Flyer Survey 2003

[WELL-TRAVELED]

DESPITE WIDELY HELD-IMAGES

of on-the-go business travelers, work is not the seasoned business traveler's first priority.

- only 5% of business travelers describe themselves as "work-focused," working during most of a flight . . .

LEISURE, RATHER THAN WORK

activities were mentioned more frequently.

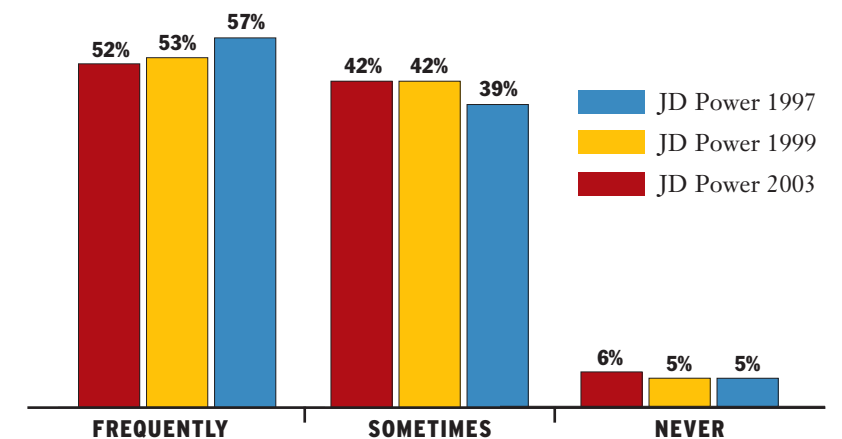
- 81% read for pleasure
- 55% take advantage of onboard entertainment

FREQUENT TRAVELER'S ENVIRONMENT

- controlled environment . . . captive audience
- undistracted environment: absence of routine interruptions
- inflight media offers a welcome distraction from mundane, routine travel
- more time than ever spent onboard, in airline clubs and at departure gates

INDEPENDENT RESEARCH CONFIRMS THAT FREQUENT FLYERS READ INFLIGHT MAGAZINES

94% HAVE A RELATIONSHIP WITH THE INFLIGHT MAGAZINE



Source: J.D. Powers Frequent Flyer Study, September 1997, 1999 & 2003

Frequent Traveler Demographics

College Graduate or More	81 %
Chairman/CEO/Owner/Partner, VP/GM/Managing Director	32 %
Median Household Income	\$137,209
Median Personal Income	\$109,865

Each month US Airways delivers 1,660,000 readers of US Airways ATTACHÉ

Media	Median Minutes Read
Forbes	29.8
Condé Nast Traveler	28.3
Travel + Leisure	28.0
ATTACHÉ (US Airways)	26.1
Business Week	26.1
Fortune	26.1
US News & World Report	25.7
Southwest Spirit	24.4
Continental	23.4
Northwest World Traveler	21.9

Source: MRI Doublebase 2003

[WELL-READ]

Each month US Airways reaches 1,660,000 readers with ATTACHÉ

WELL-READ



US AIRWAYS Attaché IS ALWAYS A PAGE-TURNER

[UP FRONT]

Here's where readers ease into ATTACHÉ, especially with The Brief—a quick snapshot of a classic American success story.

[PARAGONS]

The best of everything worldwide that makes life even better, from the specialists who do what they do so well to the products that we can't do without, lovingly described by our writers.

[INFORMED SOURCES]

Our pen-wielding experts give readers the lowdown on places to go, things to do, and good things to take in.

[PASSIONS]

Just like it sounds. The grand tour of the obsessions that get us up in the morning and keep us moving throughout the day.

"If ATTACHÉ were on the newsstand, I'd buy it every month."

—C.J. Burney, US Airways passenger



AIRLINE PASSENGERS READ THEIR INFLIGHTS

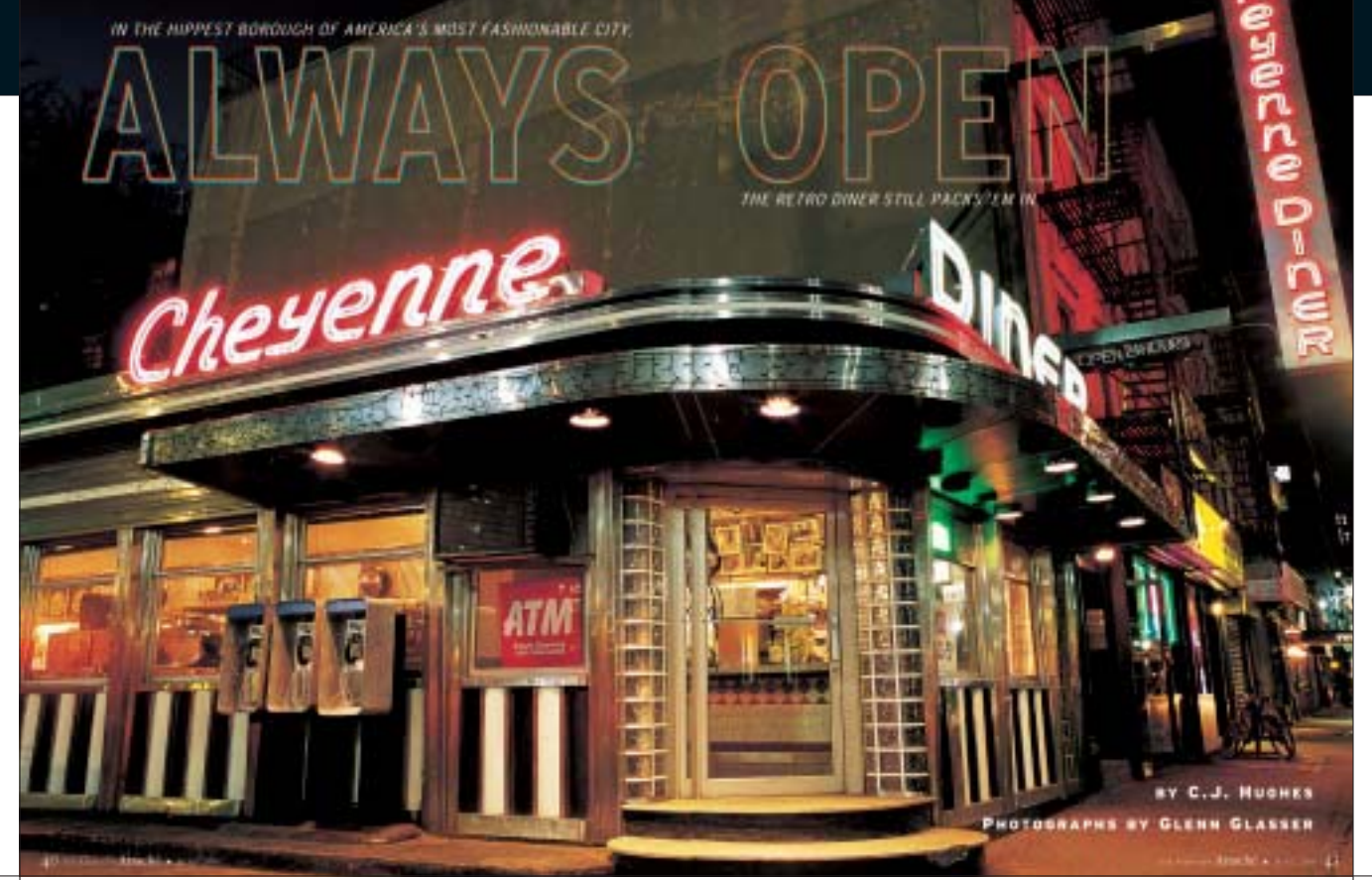
★ According to J.D. Power and Associates Frequent Flyer Survey 2003:

60% of frequent flyers read the inflight magazine during 3 of 4 flights

If it's true of any inflight magazine, it's true of US Airways ATTACHÉ. The list of editorial and design awards alone tells the story of a magazine that captures a reader's attention with uncompromising editorial focus and sharp, imaginative art.

ATTACHÉ stands out from other magazines as well by delivering editorial content not found in business and travel publications.

We call ATTACHÉ "The Business Traveler's Companion" because we sit just 18 inches from our readers throughout their flight with engaging editorial and information vital to enhancing their travel experience.



SMART, PITHY, SOPHISTICATED

The features of ATTACHÉ are the showcase that's helped earn the magazine an unprecedented four consecutive years of being named Best Inflight Magazine.

- ★ **The heart of** any magazine is its features. In ATTACHÉ, readers get unique stories and rich visuals from the best writers, photographers, and illustrators in the country. The editors carefully select topics and articles that you won't see in other inflight magazines—or even in most newsstand magazines.
- ★ **ATTACHÉ's features** explore many worlds. In travel, readers get insider views of cities and regions across the U.S. and Canada, and many of Europe's most desired destinations. Find out why the plazas of Madrid are the heart of the city, why Providence, Rhode Island, is an art-buyer's mecca, why New York State is one of the best destinations for outdoor lovers, and why the curious history of chocolate helps define Brussels.
- ★ **In the arts**, the ATTACHÉ reader learns of the exotic, the beautiful—and sometimes the (unfortunately) forgotten. From the culinary world, ATTACHÉ offers its own take on everything from the blue-plate special to the one of the world's most sought-after liqueurs. In sports, readers are treated to the glories and the follies: from the greatest game ever pitched to football's wackiest trophies.
- ★ **ATTACHÉ's features** draw from nearly every field, addressing a broad range of interests targeted to the unique lifestyle and needs of the active traveler.

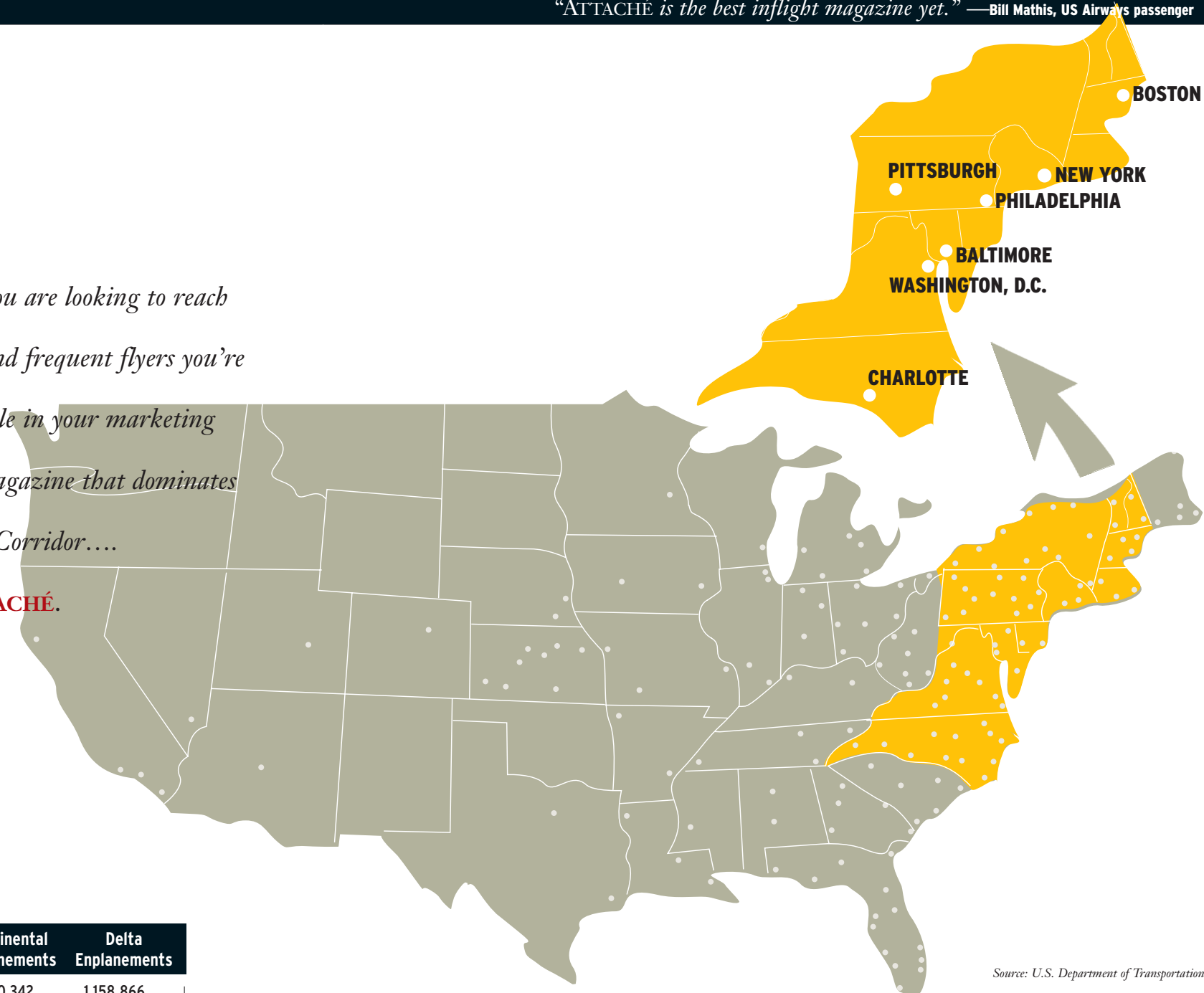
US AIRWAYS IS THE CARRIER OF CHOICE THROUGHOUT THE EASTERN POWER CORRIDOR

This section of the eastern United States is the most heavily concentrated population hub and marketplace in the United States.

- ★ The corridor represents states whose recent GSP represents nearly 30% of the nation's GDP, and embraces four of the Top 10 MSAs in the nation.
- ★ Every day, US Airways moves business all along the Eastern Power Corridor—that expanse of the Atlantic Seaboard that stretches from Boston to Charlotte, from Pittsburgh to D.C. These are the senior-level corporate officers and business-decision influencers who determine the directions of major revenue streams every single day.
- ★ When they've got to be somewhere, they fly. And when they fly, they choose US Airways. And while they're flying, they read **US Airways ATTACHÉ**.
- ★ Clearly US Airways dominates the Eastern Power Corridor, which includes the major cities of Boston, New York, Washington, D.C., Baltimore, Philadelphia, Pittsburgh, Providence, and Charlotte.

In other words, if you are looking to reach business travelers and frequent flyers you're leaving a gaping hole in your marketing plan without the magazine that dominates the Eastern Power Corridor....

US Airways ATTACHÉ.



Source: U.S. Department of Transportation Form 41/ 2002

Eastern Power Corridor by State	US Airways Enplanements	United Enplanements	American Enplanements	Continental Enplanements	Delta Enplanements
North Carolina	9,891,330	159,731	968,872	230,342	1,158,866
Virginia	595,502	83,048	297,693	27,597	651,911
Washington, D.C.	1,819,999	3,113,943	1,368,752	367,664	1,754,493
Maryland	765,706	655,272	735,194	355,224	717,122
Pennsylvania	12,788,209	831,059	864,521	193,233	886,941
New York	2,726,763	1,749,132	5,065,864	395,294	4,949,561
New Jersey	381,742	815,133	1,027,849	6,493,771	915,494
Connecticut	510,747	236,954	543,470	21,219	894,082
Rhode Island	538,583	170,309	145,889	74,774	359,803
Massachusetts	1,597,880	1,062,402	1,817,290	488,905	2,375,358
Vermont	121,842	60,851	0	0	23,745
New Hampshire	302,436	175,093	0	46,142	153,557

Eastern Power Corridor Totals **32,040,739** 9,112,927 12,835,394 8,694,165 14,840,933
 US Airways Times Greater 3.5 2.5 3.7 2.2

Eastern Power Corridor Key Cities	US Airways Enplanements	American Enplanements	Continental Enplanements	Delta Enplanements	United Enplanements
Charlotte, North Carolina	8,938,389	204,844	10,738	198,875	111,730
Philadelphia, Pennsylvania	6,533,148	739,188	139,441	658,378	590,448
Pittsburgh, Pennsylvania	5,933,060	91,930	53,792	228,563	158,938
Baltimore, Maryland	765,706	735,194	355,224	717,122	655,272
New York—La Guardia	1,517,588	2,067,087	311,590	2,738,270	693,085
Washington, D.C.—National	1,700,679	882,242	299,843	1,096,749	377,299
Boston, Massachusetts	1,597,880	1,817,290	488,095	2,371,244	1,062,402

Eastern Power Corridor Totals **26,986,450** 6,537,775 1,658,723 8,009,201 3,649,174

READER PROFILE

Audience Per Issue 1,660,000

Readers Per Copy 4.6

Median Age 41.1

Median Household Income (HHI) \$90,328

Median Personal Income (IEI) \$54,955

Median Value of Home \$181,998

U.S. ADULTS COMP% US AIRWAYS ATTACHÉ COMP% INDEX

Demographics

Men	48.0%	48.9%	102
Women	52.1%	51.2%	98
Married	57.0%	66.6%	117
Single	43.0%	33.4%	78

Age

Age 18-49	63.4%	75.6%	119
Age 25-54	58.8%	74.0%	126
Age 35-49	31.7%	42.6%	134
Age 35-54	40.4%	51.7%	128

Education

College Educated	50.9%	79.4%	156
Graduated College Plus	23.8%	54.6%	230
Post-Graduate Degree	7.9%	23.4%	298

Employment

Employed Full Time	54.1%	74.4%	137
Professional/Managerial	20.3%	51.6%	254
Top Management	4.0%	11.7%	292

Home Ownership

Owns Home	70.7%	73.5%	104
Home Value: \$200,000+	21.5%	31.9%	149
Home Value: \$500,000+	3.1%	7.0%	224

Income

HHI \$75,000+	29.4%	59.5%	202
HHI \$100,000+	16.8%	44.0%	262
HHI \$150,000+	6.1%	21.1%	346
IEI \$50,000+	16.4%	46.9%	286
IEI \$75,000+	6.6%	26.6%	403
IEI \$100,000+	3.4%	17.7%	524
IEI \$150,000+	1.2%	7.1%	582

Source: MRI Doublebase 2003

LOW DUPLICATION OF PASSENGERS

90% of US Airways domestic passengers did not fly American Airlines.

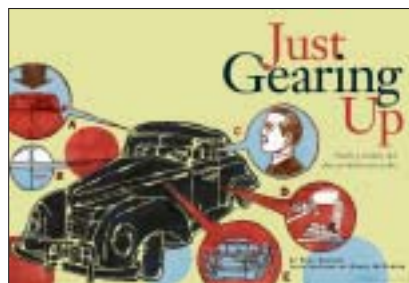
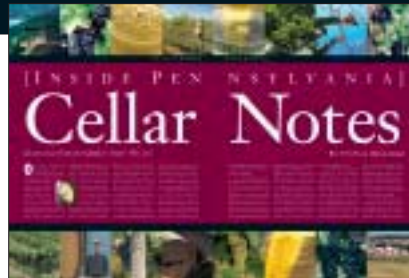
95% of US Airways domestic passengers did not fly Continental Airlines.

85% of US Airways domestic passengers did not fly Delta Air Lines.

94% of US Airways domestic passengers did not fly Northwest Airlines.

93% of US Airways domestic passengers did not fly Southwest Airlines.

90% of US Airways domestic passengers did not fly United Airlines.



Attaché delivers unique readers.

	GROSS AUDIENCE	DUPLICATE AUDIENCE	NET REACH	PERCENT REACH	DUP% OF AUDIENCE
Inflights					
ATTACHÉ + American Way	2,969,000	72,000	2,897,000	1.4%	4.3%
ATTACHÉ + Continental	3,511,000	169,000	3,342,000	1.6%	10.2%
ATTACHÉ + Delta's Sky	4,546,000	344,000	4,201,000	2.1%	20.8%
ATTACHÉ + United Hemispheres	3,281,000	213,000	3,068,000	1.5%	12.9%
ATTACHÉ + Northwest World Trvl	3,681,000	153,000	3,528,000	1.7%	9.2%
ATTACHÉ + Southwest Spirit	4,155,000	175,000	3,981,000	1.9%	10.5%

	GROSS AUDIENCE	DUPLICATE AUDIENCE	NET REACH	PERCENT REACH	DUP% OF AUDIENCE
Business Magazines					
ATTACHÉ + Forbes	6,043,000	118,000	5,925,000	2.9%	7.1%
ATTACHÉ + Fortune	5,393,000	166,000	5,227,000	2.6%	10.0%
ATTACHÉ + Money	9,291,000	182,000	9,109,000	4.4%	11.0%

	GROSS AUDIENCE	DUPLICATE AUDIENCE	NET REACH	PERCENT REACH	DUP% OF AUDIENCE
News/Newsweekly Magazines					
ATTACHÉ + Newsweek	22,053,000	397,000	21,655,000	10.5%	23.9%
ATTACHÉ + Time	25,150,000	394,000	24,756,000	12.1%	23.7%
ATTACHÉ + US News & World Rpt	13,373,000	287,000	13,086,000	6.4%	17.3%
ATTACHÉ + USA Today	7,283,000	129,000	7,155,000	3.5%	7.8%
ATTACHÉ + Wall Street Journal	5,379,000	136,000	5,242,000	2.6%	8.2%

	GROSS AUDIENCE	DUPLICATE AUDIENCE	NET REACH	PERCENT REACH	DUP% OF AUDIENCE
Travel Magazines					
ATTACHÉ + Condé Nast	4,865,000	147,000	4,718,000	2.3%	8.9%
ATTACHÉ + Endless Vacation	4,130,000	91,000	4,039,000	2.0%	5.5%
ATTACHÉ + National Geo Trvl	7,360,000	149,000	7,211,000	3.5%	9.0%
ATTACHÉ + Travel + Leisure	6,172,000	166,000	6,005,000	2.9%	10.0%

US Airways Top 30 Markets	2002 US Airways Enplanements	2002 Industry Enplanements	Market Share	Industry Rank
Charlotte, North Carolina	8,938,389	9,871,220	90.5%	1
Philadelphia, Pennsylvania	6,533,148	9,853,672	66.3%	1
Pittsburgh, Pennsylvania	5,933,060	7,381,982	80.4%	1
Washington, D.C.-National	1,700,679	5,551,200	30.6%	1
Boston, Massachusetts	1,597,880	9,215,101	17.3%	3
New York-La Guardia	1,517,588	9,645,522	15.7%	3
Orlando, Florida	1,272,058	11,962,996	10.6%	4
Tampa/St. Petersburg, Florida	938,461	7,256,615	12.9%	3
Fort Lauderdale, Florida	808,429	7,576,905	10.7%	4
Baltimore, Maryland	765,706	8,870,881	8.6%	2
Los Angeles, California	619,155	19,650,915	3.2%	9
Providence, Rhode Island	538,583	2,523,943	21.3%	2
Raleigh-Durham, North Carolina	518,163	3,684,908	14.1%	4
Chicago-O'Hare, Illinois	517,354	27,323,564	1.9%	6
Hartford, Connecticut	510,747	3,054,162	16.7%	3
West Palm Beach, Florida	472,567	2,638,531	17.9%	2
San Francisco, California	468,652	11,650,269	4.0%	6
Miami, Florida	454,090	8,997,299	5.0%	4
Atlanta, Georgia	413,267	35,227,845	1.2%	7
Buffalo, New York	391,919	1,781,883	22.0%	1
New Orleans, Louisiana	387,983	4,526,758	8.6%	5
Newark, New Jersey	381,742	12,035,120	3.2%	7
Fort Meyers, Florida	345,843	2,431,187	14.2%	2
Las Vegas, Nevada	335,121	15,040,324	2.2%	10
Norfolk, Virginia	334,903	1,497,952	22.4%	2
Denver, Colorado	331,397	15,941,538	2.1%	8
Jacksonville, Florida	323,815	2,241,722	14.4%	3
Albany, New York	321,581	1,228,126	26.2%	2
Seattle, Washington	313,617	12,376,122	2.5%	9
Indianapolis, Indiana	303,530	3,115,378	9.7%	6



AIRPORT TRAFFIC (Totals include US Airways, US Airways Express, and US Airways Shuttle)

Airports Served **195**

Daily Departures **3,444**

PASSENGERS SERVED (2002) 54,011,472

Source: US Airways

DESTINATIONS SERVED	DOMESTIC	INTERNATIONAL			
	United States	Europe	Mexico and the Caribbean	Canada	
	37 States plus the District of Columbia	Amsterdam Dublin Frankfurt London (Gatwick) Madrid Manchester Munich Paris (Charles de Gaulle) Rome Shannon	Antigua Aruba Barbados Belize Bermuda Cancun Cozumel Freeport Governors Harbour Grenada Grand Cayman Marsh Harbour Montego Bay	Nassau North Eleuthera Punta Cana Providenciales San Juan Santo Domingo St. Croix St. Kitts St. Lucia St. Maarten St. Thomas Treasure Cay	Montreal Ottawa Toronto

Source: 2002 U.S. Department of Transportation/Form 41

OVERTURE: INFLIGHT VIDEO PROGRAMMING

INTEGRATE YOUR PRINT MESSAGE WITH INFLIGHT VIDEO PROGRAMMING

OVERTURE offers US Airways customers quality programming from such in-demand cable networks as *VH1*, *A&E*, *HBO*, *The History Channel*, *Fox News*, and *ESPN*. In addition, most flights also feature an episode from a popular sitcom.

For international flights, OVERTURE adds a custom entertainment package including *Fox News Channel*, as well as other popular television programming. (Both domestic and international programs are two hours in length).

AUDIENCE

With the addition of new video-equipped Airbus aircraft, US Airways' audience continues to grow.

COST SUPPLIED COMMERCIAL MESSAGES

Domestic Only (continuous one month)
:30 = \$6,500 / :60 = \$10,400

International Only (continuous one month)
:30 = \$1,500 / :60 = \$2,400

Systemwide (continuous one month)
:30 = \$8,000 / :60 = \$12,800

(Pricing for material longer than :60 available on request.)

Should you not have a finished, produced spot available, OVERTURE staff will produce a customized billboard up to :20 seconds in length, utilizing your company's logo and supplied copy.

This copy can refer to a special offer, a concurrent ad/page number in ATTACHÉ, or a Web site for cross-marketing.

Advertising rate (includes production cost):
\$5,000.

MATERIALS

- For supplied commercial messages, One Betacam SP, plus two VHS screening copies, NTSC only.
- For OVERTURE-produced billboards, camera-ready logo/art, and copy guidelines.

The deadline for materials is 50 days from the first day of the month in which the advertising is to be exhibited.



US Airways IFE (Inflight Entertainment) Fleet Information

Average domestic flights per month	4,500
Average passengers per month	470,000
Average international flights per month	300
Average passengers per month	42,000

SPECIAL SECTIONS

ATTACHÉ regularly features special sections designed to focus your message in a targeted environment.

2003-2004

- Executive Education
- Corporate Meetings & Conventions
- Golf
- Real Estate
- Gift Guides
- Travel Guides



ISLAND TALK

Highlighting the unique attractions of each Caribbean destination served by US Airways.



SCUBA

Special section devoted to this growing sport, and the best spots to enjoy the underwater world.



TRAVEL GUIDES

Featuring destinations and quick reference for business and leisure travel information and services.

Surround your message with targeted coverage in special sections.



PROFILE SERIES 2003-2004

From economic development, meetings, convention planning, education, real estate, lifestyle, arts & entertainment, and relocation—a complete showcase of all a Profile City/Region has to offer.



CHARLOTTE



BUFFALO / NIAGARA

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