

ONAIR TO LAUNCH FULL MOBILE PHONE CONNECTIVITY FOR HAPAG-LLOYD CRUISES' FLAGSHIP MS EUROPA AT SEA

Geneva, Switzerland, 16 June 2010 – OnAir, the world's leading provider of inflight communications, today launched full mobile phone connectivity – including GSM & GPRS - for Hapag-Lloyd Cruises' flagship MS EUROPA with OnAir's Mobile technology. The launch, with a cruise of the Baltic Sea, marks an extension of OnAir's business into a new and promising business sector, and underlines the versatility of OnAir's technology in being able to use various types of satellite links.

OnAir's technological partners, Siemens IT Solutions and Services and TriaGnoSys, developed technology to enable passengers and crew to use their own mobile phones and Smartphones (iPhone, Blackberry®, HTC, etc). The GSM service uses satellite communications, making connectivity possible regardless of the ship's location. Siemens IT Solutions and Services supplied, installed and will maintain the software and hardware supporting OnAir's technology.

"We're delighted to be providing Hapag-Lloyd Cruises with the very latest in communications technology, giving its passengers the freedom to stay connected while at sea," said Ian Dawkins, Chief Executive Officer of OnAir. "With Hapag Lloyd Cruises' passengers voyaging to destinations like the Baltics, Polynesia and New Zealand, today's launch really does underline OnAir's position as the only truly global communications provider of voice, data and Internet both in the air and on the oceans," he added.

"Our commitment is to provide travelers with the very highest quality of service onboard of our cruise liners. The latest mobile technology provided by OnAir is absolutely in line with Hapag Lloyd's Five Star ranking for service and excellence," says Paul Goldbeck , Manager IT/QM of Hapag Lloyd Cruises.

Axel Jahn, Managing Director of TriaGnoSys, said, "Our expertise is in enabling communications where terrestrial infrastructures are out of reach, for example on ships or planes, and indeed TriaGnoSys technology has been used to provide GSM and GPRS services for airline passengers for over two and a half years. We specialise in efficient bandwidth use, increasing the number of simultaneous calls

available at the same time as reducing satellite costs, expertise that is now available to the maritime market.”

The installation, which uses the ship’s existing Ku-band satellite antenna, is a simple process that can be carried out during a routine maintenance stop between cruises. The software developed by Siemens and TriaGnoSys uses compression technology to make very efficient use of the available bandwidth.

Florian Wolff, Senior Systems Engineer for Aerospace Solutions at Siemens IT Solutions and Services, said, “We have specifically designed the hardware and software to be simple to install, which means it is easy to scale the service up if required, and also to introduce it across the rest of Hapag-Lloyd Cruises’ fleet. The technology is tried and tested – we know it is high quality and robust, and we know people want to remain in touch using their own phones and Smartphones.”

MS EUROPA is the only cruise liner in the world to have been awarded the coveted 5-star plus distinction by the Berlitz Cruise Guide since its commissioning in 1999. It accommodates a maximum 408 guests in over 200 suites, and 280 officers and crew, while visiting destinations on all five continents.

OnAir is already offering passengers of more than 25 airlines and VIP & Governmental operators voice, e-mail, text services and Internet access, on flights over four continents by using the latest SwiftBroadband Inmarsat L-band technology.

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About Hapag-Lloyd Cruises

Hapag-Lloyd Cruises, a 100% subsidiary of TUI AG within their cruise ship division, is today one of Germany’s foremost providers of premium, luxury and expedition cruises. Hapag-Lloyd Cruises offers four ships with their own unique character: MS EUROPA, the fleet’s flagship, is the only cruise liner to have been awarded the coveted 5-star plus distinction by the Berlitz Cruise Guide since its commissioning in 1999. MS HANSEATIC and MS BREMEN, their exploration ships, are both designed for travel in polar-regions and for destinations “off the beaten track”, such as Antarctica, the Arctic, the Northwest Passage, the Amazon or South Sea Island Paradises. MS HANSEATIC is the only 5-star exploration ship in the world, and MS BREMEN offers 4-star comfort. MS COLUMBUS is a 3-stars plus ship. With the relaxed atmosphere and sporty dress code on board, the COLUMBUS is the ideal ship for those embarking on their first cruise.

More information about Hapag-Lloyd Cruises is available at www.hl-cruises.com.

About Siemens IT Solutions and Services

Siemens IT Solutions and Services is an internationally leading provider of IT solutions and services. It covers the entire IT service chain from a single source, from consulting to system integration, right through to the management of IT infrastructures. In addition,

Siemens IT Solutions and Services complements the portfolio offerings of the Siemens Sectors with IT solutions. With its comprehensive know-how and industry-specific knowledge, the IT provider creates measurable added value for its customers. Siemens IT Solutions and Services employs more than 35,000 people, and in fiscal 2009, which ended on 30 September, posted annual sales of around 4.7 billion Euros, of which over 75 percent are generated outside of the Siemens Sectors. Further information at: www.siemens.com/it-solutions

About TriaGnoSys

TriaGnoSys is the expert in mobile communication, information and media, enabling communications and information transfer to and from air, land and sea.

TriaGnoSys solutions employ satellite, air to ground and other radio links, to connect communication networks through its cutting-edge mobility routers.

Our innovative products for GSM, UMTS, VoIP and compression deliver low-cost and efficient data communication. We also deliver tailored industry solutions through strategic partnerships with OEMs, system integrators and service providers.

TriaGnoSys Research and Development focuses on a broad range of mobile communication fields, including mobile end-to-end solutions, wireless In-flight Entertainment (IFE), next generation satcom and cabin/cockpit communication, as well as combined navigation and communications technologies.

For more information, go to www.triagnosys.com

About OnAir

OnAir is the leading provider of inflight communications, enabling passengers to stay connected during their flight, and allowing airlines to offer new services and generate additional revenues. Present on four of five continents, OnAir provides the only air-travel industry sponsored solution, now available to regular and low-cost airlines, to private and corporate jets, on Airbus and Boeing aircraft, and on long and short-haul flights. OnAir is the only provider of services based on SwiftBroadband, the latest high-bandwidth satellite technology from Inmarsat, which offers GSM and GPRS for voice, data and Internet.

OnAir was incorporated in February 2005 and is owned by SITA, the leading IT solution provider to the air transport world and Airbus, the leading aircraft manufacturer. OnAir is a member of the GSM Association and an Inmarsat Distribution Partner for SwiftBroadband services. OnAir was awarded greatest contributor to SBB growth in 2009.

More information about OnAir is available at www.onair.aero.

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