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- You'll enjoy generous mileage bonuses of 25% on Business Class travel and 50% on First Class.

0 All miles earned will be valid for a minimum of three calendar years.

0 With the introduction of partners - airline, hotel, car hire and charge card - you'll have more opportunities to earn bonus miles and accelerate reaching your award objectives.

Awards may be given to, and used by, anyone you elect as long as they are not sold or bartered for cash or other consideration.

In the meantime, please continue to fly SAA and accumulate our Travel Rands.

They will roll over into the new programme at a rate of 15 miles per Travel Rand, and will be valid for three more calendar years - until December 31, 1996. This includes those that were due to expire on December 31, 1993!

The new structure

Membership in the new programme comprises four tiers, the top three of which are earned annually, based on your SAA flight activity:

1. The normal or base level

2. Silver - which you reach if you fly at least 25 000 base miles per year on South African Airways

3. Gold - at least 50 000 base miles on SAA, annually

4. Platinum - which is the top 0,1% of all members in terms of South African Airways' flight activity .

While Platinum replaces the current Prestige Club Gold level now all members - both Domestic and International passengers - have the opportunity to achieve Platinum status. This new structure will recognise and reward all of our good clients more appropriately.

For 1994 you'll be brought in at your current level (base, Silver or Gold) and, for a very few, at Platinum level based on your 1993 SAA flight activity.

How the programme miles affect awards and status

'Programme miles' is the umbrella term for 'base' and 'bonus' miles you can earn.

Base, or 'SAA base miles', refers to the actual miles between cities according to

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the official programme mileage chart. 'This includes a 500-mile minimum to which you are entitled per flight, except on certain deeply discounted tariffs when the minimum will be 250 miles. SAA base miles can be notched up toward your awards M toward achieving a higher programme status. However, 'bonus miles', which can be awarded by South African Airways and our programme partners, help you earn awards but do not contribute toward higher status achievement.

Bonus mileage recognises status

Although the new programme has many special features for all members, I'd particularly like to mention the bonus mileage that will be awarded to Silver, Gold and Platinum members on g_l_l South African Airways flights: Silver - 25%; Gold - 50%; Platinum - 100%. These are in addition to any Business or First Class bonuses you earn.

We're excited about the introduction of the new programme - not only because of all its new features, but also because of the singular combination of our superior technology and service with our unique South African warmth and hospitality that always impresses visitors to this country.

We very much appreciate your support of South African Airways and look forward to welcoming you into our new, world-class frequent traveller programme. Watch for your new membership credentials and all the details of this exciting new

I programme during February - and for the Autumn Special' international bonus offer in your next copy of Altitude.

Kind regards

Anton Botha

MANAGER

(RELATIONSHIP MARKETING GROUP)

PS: Don't forget to continue accumulating your Travel Rands, since even those that were due to expire in December, will be rolled over into the new programme in February as miles, and will be valid for three years.

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