

DELTA AIR LINES TO HOST 22 AIRLINES FOR SUMMIT TO DISCUSS GLOBALIZATION

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NEW YORK, NY, October 2, 1997 -- Delta Air Lines will host senior executives from 22 global carriers during its Worldwide Partners Summit in New York next week. Attendees are members of Delta's Worldwide Partners Program, the Delta Connection Carriers and guest airlines.

In making the announcement, Robert W. Coggin, Delta's executive vice president - marketing, said, "the focus of this summit is to explore the impact of globalization trends in our industry. The airline industry, like other industries, faces the need for unparalleled change as the world economy continues to drive business toward meeting and exceeding the expectations of the individual customer."

The mission of Delta's Worldwide Partners Program is to provide business and leisure travelers access to the global marketplace.

In talking about the conference, Coggin said, "today, many industries are looking at how they can push business beyond the physical borders of their nations. Airlines, by their very nature, have crossed these physical borders for decades. But today's world is different because airlines cannot just provide domestic service, but must compete internationally. This requires airlines to create innovative global partnerships."

Delta has been the world-recognized leader in code-sharing/blocked-space agreements since 1989, when it signed its first agreement with Singapore Airlines and Swissair. Since that time, more than 19 domestic and international airlines have signed agreements with Delta to provide a variety of services to customers.

Delta's Worldwide Partners Program is comprised of the following carriers: Aer Lingus, Aeromexico, Austrian Airlines, Finnair, Korean Air, Malev, Sabena, Singapore, Swissair, and TAP Air Portugal. Pending agreements with Air France, Air Jamaica, All Nippon Airways, China Southern and Transbrasil are in the implementation process. The Delta Connection carriers are: Atlantic Southeast Airlines (ASA); Business Express, Comair and SkyWest.

Featured speakers for the summit, to be held at New York's Waldorf-Astoria Hotel, include George S. Yip, Robert G. Cross, John Naisbitt and Lorraine Segil.

Yip, author of Total Global Strategy: Managing for Worldwide

Competitive Advantage, will discuss "Competing in the Global Economy Through Partnership." Cross, author of Revenue Management: Hard-Core Tactics for Market Domination, will explain "Revenue Management, Globalization, and the New Renaissance."

Naisbitt, author of Megatrends, will talk about "Megatrends Toward a Global Economy", while Segil, author of Intelligent Business Alliances, will discuss "Gaining Competitive Advantage in the Global Marketplace."

Delta, founded nearly seven decades ago, is now the number one U.S. carrier in the transatlantic market.

- Delta offers more nonstop flights to more European destinations than any carrier in the world.
- Delta offers more capacity and flies people to Europe than any other U.S. airline.
- Through a system of domestic feeder routes into Delta's transatlantic gateway at New York's John F. Kennedy International Airport (JFK), the carrier provides convenient connecting service for 285 U.S.-European city pairs.

Delta carries more passengers worldwide than any other airline. Delta, Delta Express, the Delta Shuttle, the Delta Connection carriers and Delta's Worldwide Partners operate more than 5,090 flights each day to 320 cities in 42 countries.

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