

SKYTEAM CARGO WINS AWARD FOR PRODUCT AD
FEATURING THE ALLIANCE'S VARIATIONS PRODUCT

WASHINGTON, D.C. February 18, 2004 - SkyTeam Cargo has been awarded the "Golden Trophy" in the category of Cargo Services in the 2004 Advertising Awards, sponsored by *Air Transport World*.

The award was given to SkyTeam Cargo for its advertising campaign, "If You Can Imagine It, We Can Ship It," highlighting the Variation product for the world's leading air cargo alliance. The award will be presented to SkyTeam Cargo representatives at a Singapore award ceremony in February.

The ad talking about the "Variation" product was part of an overall campaign for SkyTeam Cargo consisting of three ads, one generic introducing SkyTeam's overall offer and two product ads for Variation and Equation.

"The Variation ad was developed by the creative team at BETC Euro RSCG with one idea in mind: 'If you can imagine it, we can ship it.' The message of the ad is that the limit is the customer's imagination, not the products and services offered by SkyTeam Cargo," said Jennifer Young, SkyTeam Cargo Chairperson and director, Delta Air Logistics.

"And what is more delicate and precious than priceless art," she added?

The ad transformed the interior of a Boeing 747 Cargo aircraft into a modern, high-end gallery where the visitors are none others than the SkyTeam Cargo personnel.

In commenting on the ads, the judges said, "it's very clear that SkyTeam Cargo is concerned about your shipments. They have the expertise to ship anything, no matter what it is in an efficient and safe manner."

The ad was shot by the well-known English photographer, Christopher Griffith, inside an Air France Cargo B-747 at the Paris Charles de Gaulle airport.

SkyTeam Cargo continues to grow as the leading global airline cargo alliance, aligning Aeroméxico Cargo, Air France Cargo, Alitalia Cargo, CSA Czech Airlines Cargo, Delta Air Logistics and Korean Air Cargo. Through one of the world's most extensive hub networks, SkyTeam Cargo offers its customers a worldwide system of more than 500 destinations in 110 countries, while still providing a consistent standard of performance, quality and detailed attention to service. In 2002, SkyTeam Cargo partners carried 15.2 billion freight ton kilometers throughout the world. For more information, please go to www.skyteamcargo.com

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