

BEST FREQUENT FLYER AND FREQUENT GUEST PROGRAMS CHOSEN IN THE 2015 FREDDIE AWARDS

COLORADO SPRINGS, COLO. (April 30, 2015) – For the fourth year in a row, American Airlines AAdvantage has been named frequent flyer Program of the Year. Marriott Rewards held the top spot, for the eighth consecutive year, taking the highest honor among hotel programs in the Americas region at the 2015 Freddie Awards on Thursday, April 30th. A record number of 3.2 million frequent travelers from around the globe voted in this year's Freddie Awards.

Internationally, Air France/KLM Flying Blue is Program of the Year for the Europe/Africa region and Virgin Australia Velocity received the Program of the Year Freddie Award in the Middle East/Asia/Oceania region.

The Freddie Awards represent excellence in frequent travel programs and rate the best programs in six categories: Program of the Year, Best Promotion, Best Redemption Ability, Best Customer Service, Best Elite Program and Best Loyalty Credit Card. There is also a Up and Coming Program of the Year category for programs that look to have the momentum to take the Freddie Award for Best Program home in coming years. This award goes to the program with the best average score among those ranked by 2% to 10% of the voters in the category. Voters were permitted to vote for programs in one of three global regions: Americas, Middle East/Asia/Oceania and Europe/Africa.

Le Club Accorhotels won Program of the Year in both the Europe/Africa region and the Middle East/Asia/Oceania region. Le Club Accorhotels received its first Freddie Award in 2013.

The Best Customer Service Freddie Award recognizes the airline and hotel program with the most helpful customer service agents and policies, the ones that offer the best interactions to provide a top-notch experience. Southwest Airlines Rapid Rewards was given the honor in the Americas region for the third year in a row, and Lufthansa Miles & More received the Freddie for the Europe/Africa region. Virgin

Australia Velocity came out on top, winning the Freddie for Best Customer Service for the Middle East/Asia/Oceania region.

Southwest Airlines Rapid Rewards Premier Card was named top loyalty credit card in the Americas region. The ADCB Etihad Guest Card was the winner in the Middle East/Asia/Oceania region and the Flying Blue American Express Card took the prize in the Europe/Africa region for the third consecutive year.

Starwood Preferred Guest and Le Club Accorhotels each earned four Freddie Awards for a hotel program, while Air France - KLM Flying Blue received the most Freddie Awards for an airline program with four. The awards were announced this evening during a gala event at the Delta Museum of Flight in Atlanta, Ga. More than 350 airline, hotel and credit card representatives attended the ceremony, along with frequent flyers who voted in this year's awards.

“We are delighted to once again allow frequent flyers throughout the world the opportunity to select the frequent travel programs that they believe have achieved excellence,” said Randy Petersen, founder of the Freddie Awards. “This is not an elitist view of these programs but rather the ‘best’ are determined by the votes of those who spend a great deal of their life on the road.”

The Freddie Awards are named after the late Sir Freddie Laker, who attracted fame (and a knighthood in the United Kingdom) for pioneering low-cost air travel across the Atlantic in the 1970s.

American Express, USA TODAY, Gogo, Points, SwitchFly, Loylogic, Priority Pass, ICLP, PointsHound and Milepoint sponsored this year's event. The Freddie Awards also partnered with BoardingArea, Teleflora and Society Awards.

THIS YEAR'S WINNERS ARE:
Program of the Year

Americas Airline: American AAdvantage
Americas Hotel: Marriott Rewards
Middle East/Asia/Oceania Airline: Virgin Australia Velocity
Middle East/Asia/Oceania Hotel: Le Club Accorhotels
Europe/Africa Airline: Air France - KLM Flying Blue
Europe/Africa Hotel: Le Club Accorhotels

Best Promotion

Americas Airline: LifeMiles
Americas Hotel: Choice Privileges
Middle East/Asia/Oceania Airline: EL AL Matmid Club
Middle East/Asia/Oceania Hotel: Le Club Accorhotels
Africa Airline: Air France - KLM Flying Blue
Europe/Africa Hotel: Le Club Accorhotels

Best Redemption Ability

Americas Airline: Southwest Airlines Rapid Rewards
Americas Hotel: Starwood Preferred Guest
Middle East/Asia/Oceania Airline: Virgin Australia Velocity
Middle East/Asia/Oceania Hotel: Starwood Preferred Guest
Europe/Africa Airline: Air France - KLM Flying Blue
Europe/Africa Hotel: IHG Rewards Club

Best Customer Service

Americas Airline: Southwest Airlines Rapid Rewards
Americas Hotel: MGM M life
Middle East/Asia/Oceania Airline: Virgin Australia Velocity
Middle East/Asia/Oceania Hotel: IHG Rewards Club
Europe/Africa Airline: Lufthansa Miles & More
Europe/Africa Hotel: Starwood Preferred Guest

Best Elite Program

Americas Airline: American AAdvantage
Americas Hotel: Hyatt Gold Passport
Middle East/Asia/Oceania Airline: Etihad Guest
Middle East/Asia/Oceania Hotel: Hyatt Gold Passport
Europe/Africa Airline: Air France - KLM Flying Blue
Europe/Africa Hotel: Starwood Preferred Guest

Best Loyalty Credit Card

Americas: Southwest Airlines Rapid Rewards Premier Card

Middle East/Asia/Oceania: ADCB Etihad Guest Card

Europe/Africa: Flying Blue American Express Card

Up and Coming Program of the Year

Americas Airline: LifeMiles

Americas Hotel: MGM M Life

Middle East/Asia/Oceania Airline: EL AL Matmid Club and Saudia Alfursan

Middle East/Asia/Oceania Hotel: Best Western Rewards

Europe/Africa Airline: Aegean Miles+Bonus

Europe/Africa Hotel: Wyndham Rewards