



PRESS RELEASE: **For immediate release**

12 January 2010

MOBILE BOARDING PASS AT THE HEART OF PAPERLESS TRAVEL

Edinburgh, UK. - *(12 January 2010)* - Mobiqa, mobile content optimisation specialists, has delivered the mobile boarding pass at the core of the most comprehensive menu of mobile phone functionality available to airline passengers anywhere in the world.

Mobiqa's mobile barcoded boarding pass (mBCBP) delivery service is an integral part of Malaysia Airlines' unique suite of applications for its 14 million passengers – flymas.mobi – specially developed for the airline by the aviation IT specialist SITA.

flymas.mobi allows passengers to book, pay, check-in and board their flight simply using their mobile phone and Mobiqa's technology allows passengers to receive their boarding pass on their phone in the form of a WAP-Link or Email-Link message. This boarding pass contains an IATA standard 2D barcode and useful travel information for the passenger such as flight times and their seat number.

Jim Peters, SITA's Chief Technology Officer and Head of SITA Lab, said: "Our team worked closely with Mobiqa to provide Malaysia Airlines with the mobile barcoded boarding pass functionality for flymas.mobi. In doing so, we have provided a solution that gives complete control of the journey to passengers allowing them to go from booking to boarding using any web-enabled mobile device. "

Malaysia Airlines, the national carrier of Malaysia and one of Asia's largest commercial airlines is the first Far Eastern carrier to use Mobiqa's mBCBP delivery for their passengers. This service

means passengers no longer require a printer to print their boarding pass or queue at check-in to collect their boarding documents. Following delivery of their mobile boarding pass, passengers are able to proceed straight to security where the barcode on their phone is scanned to allow them entry to the departure gate.

Malaysia Airlines' flymas.mobi uniquely harnesses the capabilities of smart phones to offer passengers context-aware services using geolocalisation. It is also the first mobile airline application which connects bookings to Facebook, Triplt and Dopplr enabling friends and colleagues to be informed about each other's travel plans.

In another major first, flymas.mobi allows passengers to check the status of a delayed bag as the application can link to SITA's WorldTracer, the industry standard, fully-automated system for tracing lost or mishandled passenger baggage used by over 440 airlines and ground-handling companies worldwide.

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Note to Editors:

About Mobiga

- Mobiga is the world leader in mobile phone barcoded boarding pass and other mobile self-service solutions.
- Mobiga's mobi-pass™ service is based on the delivery of IATA standard barcodes to mobile phones via SMS WAP Link, WAP Push, MMS, Email and NFC.
- Advantages of mobi-pass™:
 - Passengers who do not have access to a printer can check-in online and send their boarding pass to their mobile phone. This facilitates increased self-service and thereby reduces an airline's traditional check-in costs associated with airport check-in desks and airport kiosks;
 - Improved passenger convenience by reducing queues at check-in and removing the need for a printer to print their boarding pass;
 - Available from either web, mobile or kiosk check-in;
 - A new boarding pass can be pushed automatically to the passenger's mobile device in the event of a flight being delayed, cancelled or a connection missed.
- Mobiga's patented barcode technology is available in over 200 countries and dependencies.
- Mobiga is a private limited company headquartered in Scotland. Learn more at www.mobiga.com

About SITA

SITA is the world's leading specialist in air transport communication and IT solutions. SITA delivers and manages business solutions for airline, airport, GDS, government and other customers over the world's most extensive network, which forms the communications backbone of the global air transport industry.

SITA's portfolio includes managed global communications, infrastructure and outsourcing services, as well as services for airline commercial management and passenger operations, flight operations, aircraft operations and air-to-ground communications, airport management and operations, baggage operations, transportation security and border management, cargo operations and more. With a customer service team of over 1,600 staff around the world, SITA invests significantly in achieving best-in-class customer service, providing integrated local and global support for both its communications and IT application services.

SITA has two main subsidiaries: OnAir, which is the leading provider of in-flight connectivity, and CHAMP Cargosystems, the world's only IT company dedicated solely to air cargo. SITA also operates two joint ventures providing services to the air transport community: Aviareto for aircraft asset management and CertiPath for secure electronic identity management.

SITA is one of the world's most international companies. Its global reach is based on local presence, with services for around 550 air transport industry members and 3,200 customers in over 200 countries and territories. In 2009, the company celebrates 60 years in business. Set up in 1949 with 11 member airlines,

SITA today employs people of more than 140 nationalities, speaking over 70 different languages. SITA had consolidated revenues of over US\$1.47 billion (€1.13 billion) in 2008.

For further information go to www.sita.aero

About Malaysia Airlines

Malaysia Airlines (www.malaysiaairlines.com), the national carrier of Malaysia and one of Asia's largest, flies nearly 40,000 passengers daily to some 80 destinations worldwide across 6 continents. The distinctive Malaysia Airlines brand is an extension of the special culture of warmth and friendliness unique to Malaysians. This inimitable Malaysian sense of graciousness is branded as "Malaysian Hospitality" and symbolized by the acronym MH which is also the airline's flight code.

Malaysia Airlines holds a lengthy record of service and best practices excellence and is also one of only 6 airlines worldwide to be accredited a "5-Star Airline" by Skytrax, an accomplishment it has achieved for 5 consecutive years, 2005-2009. It has also received the accolade of "World's Best Cabin Staff" by Skytrax over six years, 2001-2004, 2007 and 2009 – the most for any airline.

In line with its vision to be the World's Five Star Value Carrier, Malaysia Airlines holds strongly to its promise of quality products and services to customers at affordable cost. The airline's customers are also able to enjoy innovative facilities like web check-in and inflight mobile connectivity for enhanced convenience.