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**ATA and AFRAA Sign Agreement to Increase Travel to Africa
and Promote African-based Airlines**

Cairo, Egypt, November 7, 2006 – The Africa Travel Association (ATA) and the African Airline Association (AFRAA) signed a partnership agreement today at AFRAA's 38th Annual General Assembly meeting in Egypt.

"This is indeed a historic event and an exciting time for both ATA and AFRAA" said Eddie Bergman, ATA Executive Director. Both associations have agreed to engage in an ongoing dialogue to explore ways to support each others missions and goals and also forge a strong partnership based on specific actionable goals.

The agreement represents the commitment of the two associations to increase travel to Africa and market African-based airlines.

"If air transport will support development in the African continent, we must create an environment conducive for its expansion across the continent," said AFRAA Secretary General, Christian Folly-Kossi.

The event entitled "Winning Strategies for African Airlines" was attended by senior executives of prominent African airlines. Bergman spoke to over 40 CEOs at the opening session where he shared some of ATA's concerns and ideas regarding air traffic routes to and from Africa.

"We have come here to learn why only four African airlines fly direct to the U.S., why there is no direct service between Africa and the Caribbean, and to see how ATA can assist with increasing this number by partnering with AFRAA," said Bergman.

With ATA's large reach within the North American and Caribbean markets, the focus is to promote a common agenda to increase travel to Africa as well as promote investment opportunities between these markets.

Both AFRAA and ATA will explore further ways to organize joint networking and marketing events.

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About AFRAA

AFRAA is a non-profit regional organization whose aim is to establish harmonious and effective co-operation between African Airlines. Its mission is to promote the development of safe, reliable, economical and efficient air transport services to, from, and within Africa.

About ATA

ATA is the premier travel trade association promoting tourism to Africa and intra-Africa partnership since 1975. ATA members include ministries of tourism, tourism boards, airlines, hoteliers, travel agents, tour operators, media representatives, public relations firms, NGOs, individuals, and SME's engaged.