

ENJOY A REWARD FLIGHT* WITH EVERY CLUB WORLD RETURN TO HELP YOUR BUSINESS TAKE OFF.



AND SILVER EXECUTIVE CLUB MEMBERSHIP TO GIVE YOURSELF A BOOST.

In these uncertain economic times, it takes a personal touch to capture valuable opportunities. When it comes to helping your business grow, a videoconference is no substitute for a handshake; a phone call is no substitute for seeing someone's face.



From **5 October to 31 December 2009**, every time you fly Club World or First return** with British Airways, we'll reward you with enough bonus BA Miles to enable you to take your next flight on us.

Flights needed	Examples of equivalent reward flights
1 return flight in Club World or First	1 Club Europe return flight or 2 Euro Traveller return flights to London or the UK
2 return flights in Club World or First	1 World Traveller return flight to North or Central America, the Caribbean or South Africa
3 return flights in Club World or First	Club World return flight to the US or 1 World Traveller return flight to the Far East or Australia

Register for the promotion at www.ba.com/rewardflights.

DON'T JUST FLY – FLY PREMIUM.

JOIN THE EXECUTIVE CLUB AND AUTOMATICALLY BECOME A SILVER MEMBER.

If you haven't yet joined our Executive Club programme, you should. It costs you nothing to sign up – and once you do, you can not only take advantage of this offer, after your next Club World or First return flight you'll be automatically upgraded to Silver membership, giving you:

- Access to **250 luxurious departure lounges** worldwide
- **25% more BA Miles** per flight whenever you fly with British Airways or Qantas
- **Worldwide priority check in** and boarding
- **Reservation Assurance** that can get you on a flight, even when it's full

To find out more, visit www.ba.com/silver.



*Subject to taxes, fees and charges. **Eligible booking classes are J, C, D, R, I in Club World, and F and A in First. A return flight counts as two sectors. *** Eligible Countries for this promotion are: Europe Zone 1: Belgium, France, Germany, Liechtenstein, Luxemburg, Monaco, Netherlands, Switzerland Europe Zone 2: Andorra, Austria, Bosnia and Herzegovina, Croatia, Czech Republic, Denmark, Faeroe Islands, Gibraltar, Greenland, Hungary, Iceland, Italy, Macedonia, Montenegro, Norway, Poland, Portugal, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Vatican City State, Europe Zone 3: Albania, Belarus, Bulgaria, Cyprus, Estonia, Finland, Greece, Israel, Latvia, Lithuania, Malta, Moldova, Romania, Russia, Turkey, Ukraine. Full Terms & Conditions are available on ba.com/rewardflights