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## Norwegian boosts its Reward scheme for frequent flyers

- *Enhanced scheme gives passengers even more chance to earn CashPoints to put towards flights, hotels and car rentals*

Norwegian, recently voted 'Europe's best low cost airline' and the 'World's best low cost long-haul airline', has announced that members of its popular 'Norwegian Reward' loyalty programme can now collect CashPoints up to 30 days after departure.

The enhanced scheme will give Reward members even more time to collect

CashPoints which can then be used as full or partial payment for any new flights, seat reservations or check-in luggage.

Norwegian already offers one of the most generous reward schemes in the skies with passengers able to earn CashPoints on all Norwegian flights plus a wide selection of hotels and car rentals. Passengers can collect CashPoints from the very first trip and claim them against any forthcoming long-haul or short-haul flight, even during peak travel periods. Members can also use CashPoints to get attractive rates on hotels and rental cars from a wide range of suppliers.

Brede Huser, VP Norwegian Reward at Norwegian, said: “We are seeing increasing numbers of Norwegian Reward members gain the benefits of flying with us by taking advantage of their CashPoints. We now have over three million members and the level of loyalty shown by our customers strongly indicates that we are delivering excellent travel experiences. As such, the enhanced Norwegian Reward programme will help reduce costs and deliver great value for Reward members.

“With multiple daily flights from London to key European and US destinations including our new, upcoming services to San Juan and Boston, we expect frequent business and leisure customers to make their CashPoints work for them.”

Norwegian Reward members who fly 12 round trips between 1 July and 31 December 2015 can now receive one long-haul flight entirely for free.

Customers can store CashPoints for up to three years and can keep track of their value online at [www.norwegianreward.com](http://www.norwegianreward.com) by accessing their profile. The value of CashPoints is also displayed in the passenger’s relevant currency for simplicity to redeem against travel.

For more information, please visit: [www.norwegian.com](http://www.norwegian.com)

- Ends

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Norwegian Air Shuttle ASA, commercially branded “Norwegian”, is a low-cost airline listed on the Oslo Stock Exchange. Norwegian is the world's seventh

largest low-cost airline. The company reported its highest ever passenger figures in a single year with almost 24 million passengers in 2014. Norwegian has a route portfolio that stretches across Europe into North Africa and the Middle East, as well as long-haul flights to the US and Southeast Asia. The company has over 400 routes to more than 130 destinations and employs approximately 5,500 people. The company has several hundred undelivered aircraft on firm order. Norwegian was founded in 1993 and its headquarter is in Fornebu, Norway. Norwegian offers better leg room than most competitors, in-flight WiFi on short haul, a fleet of around 100 aircraft with an average age of only four years; one of the youngest fleets in the world. In 2013, 2014 and 2015, Norwegian was voted Europe's best low-cost carrier of the year by the renowned SkyTrax World Airline Awards. Norwegian was also the first airline to be awarded the World's best low-cost long-haul airline in 2015 by SkyTrax. In 2014, Norwegian also won three prizes at the prestigious Passenger Choice Awards for Best Airline in Europe, Best Inflight Connectivity & Communications and Best Single Achievement in Passenger Experience for its moving map on the 787 Dreamliners. In addition, Norwegian was awarded Europe's best low-cost airline by AirlineRatings.com for the second year running.

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