

ETIHAD AIRWAYS CELEBRATES HO CHI MINH CITY LAUNCH WITH FACEBOOK FANS

Etihad Airways, the national airline of the United Arab Emirates, is launching a Facebook competition and a Vietnam-themed social hub to celebrate its new daily Ho Chi Minh City flights and its partnership with celebrity chef, Luke Nguyen.

To coincide with today's inaugural Ho Chi Minh City flight, Etihad Airways will run a 'Vietnam Eats' competition in which fans can upload photos of their favourite Vietnamese food for the chance to win a pair of Coral Economy Class flights to Ho Chi Minh City from any point on the airline's network.

Whether it is a home-cooked meal, a dish from a favourite restaurant or fresh produce, fans will be encouraged to get snapping and upload their best Vietnamese cuisine-inspired image.

Fans can upload and vote for their favourite foodie photos via the 'Vietnam Eats' Facebook application throughout October. At the end of the month, a panel of judges will choose a winner from the 10 most popular photos as voted by Etihad Airways' Facebook fans.

The foodie-focused competition celebrates the new Vietnamese-themed menu on Ho Chi Minh City flights which has been designed in partnership with Luke Nguyen, the celebrity chef who is a host on the TV series Masterchef Vietnam.

At the same time, fans can tag photos and videos of Ho Chi Minh City or travel with Etihad Airways to the city with the hashtag #HCMCPEARLS.

User-generated photos and videos will be pulled together to create a Vietnam-themed social hub on Etihad Airways' Facebook page. Here people can find fan-generated recommendations on what to do, where to go, and what to eat in Ho Chi Minh City.

Media Release



For more information and to view the full terms and conditions for the competition visit

www.facebook.com/etihad.airways

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About Etihad Airways

Etihad Airways, the national airline of the United Arab Emirates, began operations in 2003, and in 2012 carried 10.3 million passengers. From its hub at Abu Dhabi International Airport, Etihad Airways offers flights to 94 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas, with a fleet of over 80 Airbus and Boeing aircraft, and large orders for additional aircraft including 41 Boeing 787-9 Dreamliners and 10 Airbus A380s, the world's largest passenger aircraft. Etihad Airways also holds equity investments in airberlin, Air Seychelles, Virgin Australia and Aer Lingus, and subject to regulatory approval will acquire a 24 per cent stake in India's Jet Airways. Etihad Airways also will acquire 49 per cent of Air Serbia from January 2014. For more information about Etihad Airways, visit: www.etihad.com