



JOINT PRESS RELEASE

Korean Air Connects Houston and Seoul with Daily Service

America's largest Asian airline now operating at IAH

Houston, TX (May 2, 2014) – Korean Air is now operating daily nonstop service between Houston's George Bush Intercontinental Airport (IAH) and Incheon International Airport in Seoul. America's largest Asian airline officially launched its Houston service on May 2, with the morning arrival of its Boeing 777-200 aircraft.

"Korean Air is excited about serving Houston and the Gulf coast," says John Jackson, Korean Air Vice President, Passenger Marketing and Sales, Regional Headquarters, The Americas. "There are enormous opportunities here and we are proud and honored to be a part of the dynamic Houston business community."

Nonstop flights connecting the two destinations will depart from the Terminal D facility at George Bush Intercontinental Airport every morning at 10:40 a.m. (CST Houston time), with the return flight departing Seoul at 9:10 a.m. local time at Incheon International Airport. The daily flight service will greatly enhance the level of connectivity that currently exists between the City of Houston and the Asian region, a fact that is definitely appreciated by Houston Mayor Annise Parker.

"Houston shares a deep connection with the Asian region of the world, a fact that benefits our city both economically as well as culturally," Mayor Parker says. "This new service from Korean Air will allow that connection to grow even stronger and that's cause for celebration on both sides of the route map."

In a span of less than 50 years, Korean Air has firmly established itself as a premiere international carrier within the aviation industry, accommodating more than 24 million passengers on an annual basis through flights that span six continents. With those numbers, Korean Air operates as one of the world's 20 busiest airlines.

"The partnership being established between Korean Air and air passengers in Houston will undoubtedly prove to be mutually beneficial," says Houston Aviation Director Mario C. Diaz. "Korean Air gains access to one of the most dynamic economies and fastest growing populations in the world, while passengers in Houston find themselves with direct access to both Seoul and other key destinations located throughout Southeast Asia."

Diaz says he's confident of the airline's success due in large part to the dramatic expansion that's taken place in Houston's Asian population over the past decade. During that time, the Asian demographic has expanded by 70 percent, a growth rate that tops the levels found in traditional Asian hubs such as New York, San Francisco, Los Angeles and Seattle.

Korean Air, a member of the SkyTeam Alliance, already operates nonstop flights in those four cities along with these other key gateway airports found throughout the Americas: Atlanta, Chicago, Dallas, Honolulu, Las Vegas, Sao Paulo, Toronto, Vancouver and Washington, D.C.

Korean Air is known for its elegant inflight service and cutting edge entertainment systems. The airline's Prestige (Business) and First class both feature full flat sleeper seats and award-winning cuisine. Wine lists include premium vintages from the U.S. and Europe.

The chart below shows the schedule of the new service.

Flight Number	Route	Departure	Arrival	Frequency	Aircraft
KE 30	Houston - Seoul	10:40 a.m.	3:30 p.m. +1	Daily	B777-200
KE 29	Seoul - Houston	9:10 a.m.	8:40 a.m. +1	Daily	B777-200

NOTES: All times are local. "+1" stands for next-day arrival

About Korean Air

Korean Air, established in 1969, is one of the world's top 20 airlines and carried more than 24 million passengers in 2012. Korean Air operates in excess of 200 flights per day to 126 cities in 45 countries on six continents with a fleet of 156 aircraft including eight A380s.

With its modern airplanes and over 20,000 professional employees, Korean Air offers customers with safety, convenience and comfort. Korean air's award-winning cuisine of Korean and Western meals and state-of-the-art inflight entertainment system provide passengers ultimate satisfaction.

The airline serves six continents with more than 1,400 flights a week and is also a founding member of the Sky Team airline alliance which together with its 19 members, offers its 569 million annual passengers a worldwide system of more than 15,000 daily flights covering 993 destinations in 178 countries.

Korean Air introduced the double-decker A380 aircraft to its fleet in 2011 and made the interior more spacious than any other airline, with just 407 seats spread across three classes, with the top deck dedicated to 'Prestige' business class. The design also features the world's first onboard 'Duty Free Showcase' and three bars and lounges. More on Korean Air's programs, routes, frequencies and partners is available at www.koreanair.com.

About the Houston Airport System

The Houston Airport System (HAS) served more than 50 million passengers in 2013. HAS consists of three individual airports, George Bush Intercontinental Airport (IAH), William P. Hobby Airport (HOU) and Ellington Airport (EFD). Collectively, the three facilities contribute \$27.5 billion to the regional economy. Visit fly2houston.com for more information and follow us @HobbyAirport and @IAH.

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Still Photographs & Video

Photos and video clips of the inaugural celebration ceremony will be posted and available for download at www.fly2houston.com/koreanairgallery

Houston Airport System

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