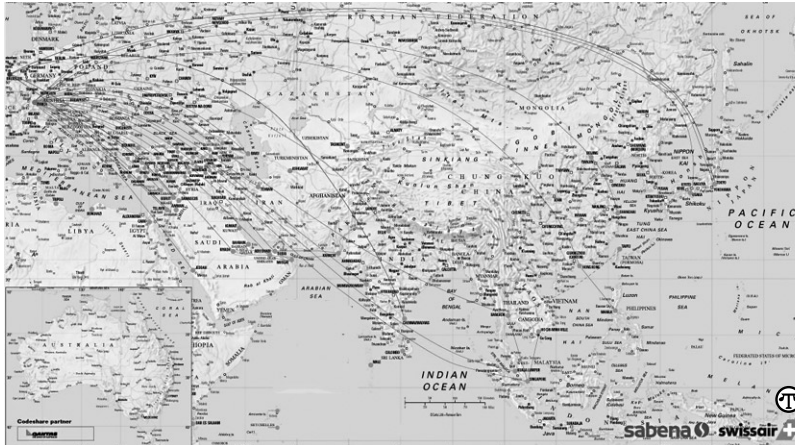


# business trends

## An Incentive Program That Gets Results



**MOTIVATING CORPORATE AMERICA with travel incentives leads to productive employees.**

(NAPSA)—Soaring in popularity with employees is a new incentive program that offers workers the opportunity to earn travel gift certificates in the amount of \$50 or \$100. The certificates are valid for flights to any of more than 200 worldwide destinations served by Swissair through Zurich and Sabena through Brussels.

The new program is popular with managers, too, because the ready-to-go program is an easy way to motivate employees. The new program can be found by clicking onto [www.swissairsabenaairrewards.com](http://www.swissairsabenaairrewards.com). The Web site was designed by the two airline companies that together fly to more than 200 worldwide destinations from 10 U.S. gateways.

"Travel is one of the greatest motivators and is a top incentive lure," said Ulrich Wohn, General Manager of Marketing for Swissair and Sabena. "Our new program not only offers fulfillment of employee incentives but provides managers with an easy and flexi-

ble program geared toward getting better results."

The certificates are valid for tickets purchased for travel originating from Atlanta, Boston, Dallas/Fort Worth, New York, Newark, Washington, DC, Miami, Chicago, Los Angeles and San Francisco.

Managers can opt to customize several incentive programs at once for various staff levels, can track employee progress, and also offer the program as a recruiting tool.

Getting started simply requires clicking onto the Web site, deciding on financial commitment levels and calling 1-800-440-8280 to enroll.

For employees, the gift certificates can be used to travel to any worldwide destination served by Swissair and Sabena, any time of the year without any restrictions. Employees can even decide to give the certificates as a gift if they so choose.

More information about the program is available at [www.swissairsabenaairrewards.com](http://www.swissairsabenaairrewards.com).