

For Six Month Period Ending

9/30/09
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

RUDER FINN Inc

(b) Registration No.

1481

(c) Business Address(es) of Registrant

301 E. 57th St
NY, NY 10022

2. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address(es)

Yes ☐

No ☐

(2) Citizenship

Yes ☐

No ☐

(3) Occupation

Yes ☐

No ☐

(b) If an organization:

(1) Name

Yes ☐

No ☒

(2) Ownership or control

Yes ☐

No ☒

(3) Branch offices

Yes ☐

No ☒

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐

No ☒

If yes, have you filed an amendment to the Exhibit C?

Yes ☐

No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date connection ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒ *N/A*

If yes, identify each such person and describe his service.

(b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or connection	Date terminated
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(c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☒ No ☐

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
EDWARD HARNAGA	253 W. 23rd St New York NY 10011	USA	Executive Vice President	5/00

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement?

Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Name of foreign principal

Date of termination

Office of the UAE Pavilion
for the Venice Biennale

8/09

8. Have you acquired any new foreign principal during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

1) Swiss Private Bankers Assoc.
Ave Bovy - Lysberg 8 CH-1211 Geneva 11

6/15/09

2) Bay Gardens Resort

Reduit Beach, Rodney Bay Village, St. Lucia

9/2/09

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

Air France
El Al Israel Airlines
Jamaica Tourist Board
NOUANTIS

Tourism Development &
Investing Company (TDIC)

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A³ Yes ☒ No ☐
Exhibit B⁴ Yes ☒ No ☐

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period?

Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits?

Yes ☐ No ☒

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

SEE ATTACHED

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶.

Date	From whom	Purpose	Amount
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SEE ATTACH

Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☒ No ☐

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
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SEE ATTACHED

Total

(b) DISBURSEMENTS – THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials ¹²?

Yes ☐No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- | | | | |
|---|---|--|---|
| ☐ Radio or TV broadcasts | ☐ Magazine or newspaper articles | ☐ Motion picture films | ☐ Letters or telegrams |
| ☐ Advertising campaigns | ☐ Press releases | ☐ Pamphlets or other publications | ☐ Lectures or speeches |
| ☐ Internet | ☐ Other (specify) _____ | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- | | | |
|--|---|---|
| ☐ Public officials | ☐ Newspapers | ☐ Libraries |
| ☐ Legislators | ☐ Editors | ☐ Educational institutions |
| ☐ Government agencies | ☐ Civic groups or associations | ☐ Nationality groups |
| ☐ Other (specify) _____ | | |

21. What language was used in the informational materials:

- ☐ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☐

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI – EXECUTION

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Type or print name under each signature¹³)10/14/0911 F -PETER FINN

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¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

UNITED STATES DEPARTMENT OF JUSTICE
FARA REGISTRATION UNIT
NATIONAL SECURITY DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials – page 8 of Form CRM-154, formerly Form OBD-64-Supplemental Statement):

YES _____ or NO ✓

(If your answer to question 1 is “yes” do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES answers vary for each foreign principal or NO _____

(If your answer to question 2 is “yes” please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

PTF —
Signature

10/14/09
Date

Peter Kind
Please type or print name of
Signatory on the line above

CEO
Title

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U.S. Department of Justice

National Security Division

Washington, DC 20530

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT SUPPLEMENTAL
STATEMENT - PLEASE EXECUTE IN TRIPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

Short Form List for Registrant: Ruder Finn, Inc.

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Bloomgarden	Kathy	04/09/1986		
Donovan	Eve Gallaudet	10/29/2002		
Essen	Jennifer	10/28/1999		
Ferris	Robert D.	11/01/1993		
Kalson	David	04/27/2000		
Katzive	David H.	04/27/1990		
Moaney	Gail L.	04/29/1998		
Polskin	Philippa	05/03/1993		
Smirnoff	Susan Charles	08/04/1980		
Walton	Franklin J.	04/27/1990		
Schubert	Michael	04/24/1997		

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Department of Justice Report
For the six months ended 09/30/09
Fees received

Name	<u>Amount</u>
UAE Pavilion	\$ 40,000.00
Tourism Development and Investment Company	\$ 217,500.00
Jamaica Tourist Board	\$ 483,132.95
El Al Airlines	\$ 43,680.00
Air France	\$ 99,600.00
Novartis A.G.	<u>\$130,082.00</u>
	<u>\$ 973,994.95</u>

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RUDER FINN EXPENSES
April 1, 2009- September 30, 2009

Air France - \$5107.18
El Al Israel Airlines - \$6272.91
Jamaica Tourist Board- \$250,207.40
Novartis, A.G. -\$23,898.41
Office of the UAE Pavilion for the Venice Biennale - \$48,891.15
Tourism Development and Investing Company (TDIC) – \$167,823.79

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RUDER FINN, INCORPORATED
Schedule of Publications on Behalf of **Air France**

For six month period ending September 30, 2009

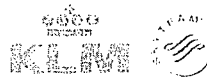
Description of Publications	By Whom Written, Edited or Prepared	By Whom Printed, Produced, Published	By Whom Distributed
Air France, KLM and Gol Become Commercial Partners	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.
Air France Introduces Exciting New Business Class Leisure Fares	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.
Air France Rewards The Best Photos of Its Fleet	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.
Air France And Bangkok Airways Sign A Code-Share Agreement	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.
Christine Ourmieres Appointed Vice President And General Manager Air France KLM, U.S.	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.
Air France KLM Publishes Its Fifth Annual Sustainable Development Report	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of **Air France**:

1. Media Relations
2. Special Events/Gateway Launches
3. Press Trips
4. Crisis Communications
5. General Counsel

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@ <http://corporate.airfrance.com/en>

AIR FRANCE, KLM AND GOL BECOME COMMERCIAL PARTNERS

Sao Paulo – April 3, 2009 – Today, Jean-Cyril Spinetta, Chairman of AIR FRANCE KLM and Constantino de Oliveira Junior, CEO of GOL Linhas Aéreas Inteligentes S.A., which comprises the GOL and VARIG brands, signed a commercial cooperation agreement in Sao Paulo.

This agreement will enable the 15 million customers who are members of AIR FRANCE and KLM's "Flying Blue" and GOL's 6 million "Smiles" frequent flyer programs to have access to new Frequent Flyers benefits and destinations.

Beginning May 1, Flying Blue members can earn Miles on all GOL and VARIG flights. Reciprocally, Smiles cardholders can earn Miles on AIR FRANCE and KLM's networks. Then, as of July 1, they will all be able to use their Miles as award tickets on all three airlines (AIR FRANCE, KLM, GOL/VARIG).

To mark this agreement, Flying Blue cardholders will double their Miles on all GOL/VARIG flights between May 1 and July 31, 2009. Similarly, Smiles members will be able to double their Miles when travelling on AIR FRANCE and KLM flights over the same period.

The agreement also makes provision for the implementation of codesharing. It has been agreed that by mid 2009, AIR FRANCE will be adding its code to GOL flights between Sao Paulo & Rio de Janeiro and 13 major Brazilian cities: Belem, Brasilia, Belo Horizonte, Campinas, Curitiba, Florianopolis, Fortaleza, Iguassu Falls, Manaus, Porto Alegre, Recife, Salvador and Vitoria. The number of cities concerned in Brazil could be increased in the next few months. A similar agreement is being prepared between KLM and GOL.

The cooperation will represent one of the most attractive options for passengers travelling to, from or within South America and Europe: together, the three airlines offer 3,300 daily flights to nearly 300 destinations in 114 countries, and complementary route networks that do not overlap.

"AIR FRANCE and KLM offer excellent services between Brazil, South America's largest economic power and tourist destination, and Paris-Charles de Gaulle & Amsterdam-Schiphol, and the rest of Europe, Africa, Middle East and Asia," declared Jean-Cyril Spinetta. "Our customers travelling to and from Brazil will have an unrivalled choice of destinations and schedules, which reflects our group's strategic positioning: to ensure the best possible services between Europe and the rest of the world. By developing our network and airline partnerships, we will be able to cope better with the economic crisis."

"Our customers can use their Miles within our great network, the most extensive in Brazil and South America. Now, through the agreement between Flying Blue and Smiles, they will have access to the entire world," said Constantino de Oliveira Junior. "This commercial agreement will add more quality and even better services to both partners companies. We are proud to connect people, families and businesses throughout the world with such reliable partners as AIR FRANCE and KLM."

GOL

GOL, one of Brazil's largest airlines, offers nearly 800 daily flights to 49 destinations connecting the most important cities in Brazil and ten major destinations in South America. The Company operates a young, modern fleet of Boeing 737 Next Generation aircraft, the safest and most comfortable aircraft of its class that provides high aircraft utilization and efficiency ratios. The Company's service, which includes the GOL and VARIG brands, is recognized as the best value proposition on the market.

AIR FRANCE KLM

AIR FRANCE KLM is the largest European air transport group, consisting of a holding company and two airlines, each retaining its brand and its identity: AIR FRANCE and KLM, members of the SkyTeam alliance, operate a vast global network which revolves around their hubs at Paris-Charles de Gaulle and Amsterdam-Schiphol. The Group today represents 75 million passengers, 244 destinations worldwide and a fleet of 607 aircraft in operation. This reflects its newfound position as the global market leader in terms of revenues, with a total revenue of more than 24 billion euros in 2007/2008. AIR FRANCE and KLM operate a total of 35 weekly flights between Paris-Charles de Gaulle/ Amsterdam-Schiphol and Brazil: 21 to Sao Paulo and 14 to Rio de Janeiro. For more information go to <http://corporate.airfrance.com> and www.klm.com

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U.S. Contacts:

Karen Gillo

Air France U.S.A.

212-830-4356

kagillo@airfrance.fr

Helen Ames or Alicia Rainbolt

Ruder Finn, Inc.

212-593-6400

amesh@ruderfinn.com

rainbolta@ruderfinn.com



AIR FRANCE INTRODUCES EXCITING NEW BUSINESS CLASS LEISURE FARES

Plan in Advance and Bask in the Tranquility and Comfort of Business Class

NEW YORK – April 17, 2009 – Air France continues to provide passengers more options in their travels by offering a special 60-day advance purchase Business Class Leisure Fare to 25 popular destinations in Europe and the Middle East. Customers can experience the comfort and privacy of traveling in Air France's award-winning Business Class from 13 of Air France's U.S. gateways to such destinations as: Milan, Prague, Munich, Barcelona and Paris.

"Even during these difficult times, Air France is committed to providing high-quality service at affordable prices – from luxurious lie-flat seats to fine cuisine and wines to one of the most extensive global networks. With these special Business Class fares, we're hoping to make travel in the summer season even more pleasurable to more consumers," stated Air France US Vice President and General Manager, Jean Claude Cros.

Fares are valid in Business Class and must be purchased by July 6, 2009 for travel from June 28 to September 4, 2009.

Fares are available for purchase by visiting our website, www.airfrance/us, calling Air France reservations at 1-800-237-2747, or contacting your travel professional.

Sample one-way fares based on round-trip purchase:

FROM	TO	ONE-WAY FARE*
Philadelphia	Barcelona	\$1,097
New York	Paris	\$1,111
Houston	Madrid	\$1,311
Chicago	Zurich	\$1,229
San Francisco	Amsterdam	\$1,411
Boston	Athens	\$1,461
Los Angeles	Nice	\$1,511
Seattle	Prague	\$1,678
Washington	Cairo	\$1,789
Detroit	Amman	\$1,883

Terms and Conditions

*Fares are valid for departures from 06/28/09 through 09/04/09. Tickets must be purchased by 07/06/09, 11:59PM EDT. Fares are subject to class of service availability and may be changed or withdrawn without notice. Fares are based on round trip purchase. A 60-day advance purchase is required. Fares may vary by date of travel. Travel is valid on Air France operated flights only. Fuel surcharge is included in fares. Government imposed fees and taxes of approximately \$80-\$150 are additional, include, including Sept. 11th security fee of up to \$5 per round-trip. Minimum stay: 7 days; Maximum stay: 1 month. 2 free stopovers in Paris permitted – one in each direction. Changes permitted for an additional fee of \$400. Fares are

non-refundable after ticket issuance. Additional conditions apply. Fares are subject to class of service availability and may be changed or withdrawn without notice.

About Air France

Air France, winner of the Gold Award for Eco-Friendly Airline of 2008 in *Travel Weekly's* annual Magellan awards and recipient of *Aviation Week & Space Technology's* "2006 Commercial Air Transport Laureate," was also named "2005 Airline of the Year" by *Air Transport World*. The Air France KLM group operates more than 2,470 daily flights out of Paris and Amsterdam to 242 destinations in 105 countries. Air France currently operates from 15 U.S. gateways and provides service from 125 U.S. cities through code-share agreements with SkyTeam partners Delta and Continental. For more information or to purchase tickets, visit www.airfrance.us, call 1.800.237.2747 or contact your travel professional.

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U.S. Contacts:

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Helen Ames or Alicia Rainbolt
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rainbolta@ruderfinn.com

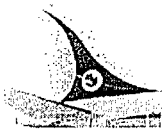
Roissy, May 15 2009

@ <http://corporate.airfrance.com>

Aircraft Photo Contest from May 15 to August 15, 2009

AIR FRANCE REWARDS THE BEST PHOTOS OF ITS FLEET

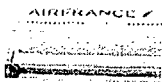
For a period of three months, between May 15 and August 15, 2009, Air France is organizing its first international photo contest with the theme "**Air France Livery: Yesterday, Today and Tomorrow**".



"**Yesterday**", corresponds to the Air France livery* of 1946, reintroduced in October 2008 on the Airbus A320 F-GFKJ to commemorate the 75th anniversary of Air France;



"**Today**" designates the Air France livery as from 1975;



"**Tomorrow**" corresponds to the new livery unveiled on 11 April, which will be gradually painted on the fleet in the next few months**.

The contest, the first to be organized by an airline, is open to everyone.

The jury, made up of amateur and professional photographers, will be chaired by Pierre Vellay, Air France Vice President Fleet Management. The jury will choose ten photos of each livery and the Grand Prize will be awarded to the best one.

The prize winners will be rewarded by Air France and its partners: Airbus, Aviaxess (helicopters and business jets), Boeing, Breitling, Epson, Socatec (aircraft models), PPG Aerospace (aviation paint) and STTS (aircraft paint).

The terms of enrolment and the rules of the contest are accessible on the websites <http://corporate.airfrance.com> and <http://www.airfrance.fr>. The prize-giving ceremony will take place on September 17, 2009 at the Air France headquarters at Paris-Charles de Gaulle Airport at the same time as a preview of the photos.

Notes to editors:

To date the Air France fleet has 262 aircraft including 100 long-haul.

¹⁰ The livery of an aircraft consists of the colours painted on its fuselage.

¹¹ On May 15, three aircraft, a Boeing 777 and two Airbus A330s will fly in the new livery.

RUDER FINN, INCORPORATED
Schedule of Publications on Behalf of **EL AL Israel Airlines**

For six month period ending September 30, 2009

Description of Publications	By Whom Written, Edited, or Prepared	By whom Printed Produced, Published	By Whom Distributed
El Al Israel Airlines Helps Fulfills Dreams For 15 Israeli Children	Written by: Ruder Finn Approved by: EL AL Israel Airlines	Ruder Finn, Inc.	Ruder Finn, Inc
El Al Israel Airlines Appoints Gal Amit Cargo Manager, North, Central & South America	Written by: Ruder Finn Approved by: EL AL Israel Airlines	Ruder Finn, Inc.	Ruder Finn, Inc
El Al Israel Airlines Announces Huge Savings	Written by: Ruder Finn Approved by: EL AL Israel Airlines	Ruder Finn, Inc	Ruder Finn, Inc
El Al Israel Airlines Hosts Pope Benedict XVI On Special Flight From Israel To Rome	Written by: Ruder Finn Approved by: EL AL Israel Airlines	Ruder Finn, Inc	Ruder Finn, Inc
Famed Photographer/Director David LaChapelle Takes Off To Israel	Written by: Ruder Finn Approved by: EL AL Israel Airlines	Ruder Finn, Inc	Ruder Finn, Inc
232 North Americans Immigrate To Israel On First Dedicated El Al Flight This Summer	Written by: Ruder Finn Approved by: EL AL Israel Airlines	Ruder Finn, Inc	Ruder Finn, Inc
El Al Israel Airlines Announces Low Fall Fares - Excellent Value In Economy Class And Huge Savings In Business	Written by: Ruder Finn Approved by: EL AL Israel Airlines	Ruder Finn, Inc	Ruder Finn, Inc

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of **EL AL Airways:**

1. Media Relations
2. Special Events
3. Crisis Communications
4. General Counsel

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Contact: Sheryl Stein, EL AL Israel Airlines, 212.852.0628, ssstein@elalusa.com
Sedona Fitzgerald, Ruder Finn, 212.715.1548, fitzgeralds@ruderfinn.com



Pictured above: The "Fulfilling Dreams" group of children, together with their volunteer escorts, pose with an EL AL model aircraft at JFK International Airport (Photo Credit: Shimon Golding)

EL AL ISRAEL AIRLINES HELPS *FULFILLS DREAMS* FOR 15 ISRAELI CHILDREN

Airline Supports Children's Group with Visit to U.S.A.

New York, NY – April 30, 2009 – EL AL, Israel's national airline, offered its support in conjunction with the "Fulfilling Dreams" charity organization and Gil Travel (of Philadelphia and New York City) to a group of 15 Israeli children suffering from life-threatening illnesses with a visit to the U.S.A.

The "Fulfilling Dreams" organization, an Israel-based non-profit group, aims to care for sick children and youth through the age of 21, regardless of religion or race. The organization strives to improve the quality of life and provides every child and teen with an experience of happiness and love.

While in the U.S.A., the group of children, ages 8 to 15, together with their volunteer escorts which included one doctor, two nurses and three chaperones, experienced a

fun-filled week long tour with visits to Philadelphia, Baltimore, New York City and Washington D.C. where they made a special trip to The White House.

About EL AL

Celebrating more than 60 years of service, EL AL, Israel's national airline, offers the most nonstop flights between New York (JFK/Newark) and Israel as well as the only nonstop service from Los Angeles. Worldwide, EL AL flies to more than 40 destinations from Israel and serves dozens of other destinations throughout the world via partnerships with many other carriers (including 22 additional cities in the U.S.A.). Only EL AL has First Class service on nonstop flights between the U.S.A. and Israel. The airline has annual revenues of about \$1.93 billion and carries more than 1.8 million passengers annually.

EL AL embodies Israel's values of innovation and caring and the promise of a genuine Israeli welcome. Your Israel experience begins with EL AL and warm Israeli hospitality. Israeli flight attendants will make you feel at home, the best trained Israeli pilots will take you to and from Israel and passengers enjoy enhanced in-flight dining with freshly prepared healthy meals.

EL AL. It's not just an airline. It's Israel.

###



IT'S NOT JUST AN AIRLINE. IT'S ISRAEL.

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EL AL ISRAEL AIRLINES APPOINTS GAL AMIT CARGO MANAGER, NORTH, CENTRAL & SOUTH AMERICA

New York, NY – May 12, 2009 – EL AL, Israel's national airline, is announcing the promotion of Gal Amit to Cargo Manager, North, Central & South America. Amit joined EL AL in Bangkok, Thailand in 2000 as a security officer for the airline and later became the Security Manager for cargo operations there. He also earned the "*Employee of the Year*" distinction in 2005.

In 2007, Amit changed his career path to sales and marketing and was appointed manager of all cargo operations in Thailand. Recently, Amit was appointed as the EL AL

Cargo Manager in North, Central & South America. He is based in New York at the EL AL cargo headquarters at JFK Airport.

Amit earned an undergraduate degree in Industrial Management and has a Master degree in Organizational Development Management. He received both degrees with honors from Assumption University in Bangkok, Thailand. Amit was born in Rehovot, Israel.

About EL AL

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EL AL. It's not just an airline. It's Israel.

###



NOT JUST AN AIRLINE. IT'S ISRAEL.

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FOR IMMEDIATE RELEASE

EL AL ISRAEL AIRLINES ANNOUNCES HUGE SAVINGS

*Spring/Summer Economy, Business & First Class Fares
Family Discounts and New Air/Hotel Package*

New York, NY – May 6, 2009 – EL AL, Israel's national airline, is announcing tremendous savings on travel to Israel this spring/summer with reduced fares in premium (first and business) and economy classes, additional savings for families and a value packed combination air and five-night deluxe hotel package in Jerusalem.

Platinum Business Class passengers departing from **New York (JFK/Newark)** can travel now through the peak summer months for an exceptionally low roundtrip fare of just **\$2,400** (including the fuel surcharge), **a savings of up to 40%**.

A **15% discount** is now offered on **First Class** fares when two people purchase tickets at the same time and travel together roundtrip to Israel from **New York (JFK/Newark)** and **Los Angeles**. This companion fare is available for travel in May and June and must be purchased by May 20, 2009.

This spring, EL AL is offering a super low economy class fare to Israel from **New York (JFK/Newark)** of just **\$699** roundtrip for departures before May 23, 2009. For travel

from May 24 through June 19, 2009 passengers departing **New York (JFK/Newark)** pay **\$803 roundtrip**. From **Los Angeles**, the roundtrip fare in economy is **\$1,103** for travel now through June 19, 2009 on the only nonstop flights between the West Coast and Israel. (All these airfares include the fuel surcharge).

Travelers flying economy class can enjoy special summer savings between June 20 and August 19, 2009 with low roundtrip fares (including the fuel surcharge) for only **\$1,199** from **New York (JFK/Newark)** and **\$1,499** from **Los Angeles**. Families seeking a group getaway this summer can "double dip" by combining these low economy class fares with the **special EL AL family fare**; the first child between the ages of 2 and 11 travelling with two adults receives a **10% discount**, the second child receives a **50% discount** and there is **25% off** for the third, fourth and fifth child.

For passengers searching for additional travel value, EL AL is offering a special package that combines roundtrip air on EL AL with a five (consecutive) night stay at the centrally located five star Inbal Hotel in Jerusalem. The scrumptious Israeli buffet breakfast is also included every day. From **New York (JFK/Newark)**, the all inclusive air/hotel/breakfast package price (including the fuel surcharge) is **\$1,249** and from **Los Angeles \$1,679**.

Package prices are per person, based on double occupancy and are available on departures through May 25, 2009. Extra nights are also available for a reasonable fee.

Above Platinum Business Class fare must be purchased by 8/14/09, last travel departure date is 9/4/09, roundtrip travel must be completed by 9/11/09 and 21 day advance purchase required. Above fares are based on availability and must be ticketed within 24 hours of confirmed reservation. \$94.40 applicable taxes not included. (These taxes include the September 11th Security Fee of \$2.50 per U.S. enplanement, up to \$5 one-way and \$10 roundtrip.) EL AL reserves the right to cancel promotion at any time. Cancellation/change penalties and other restrictions apply.

About EL AL

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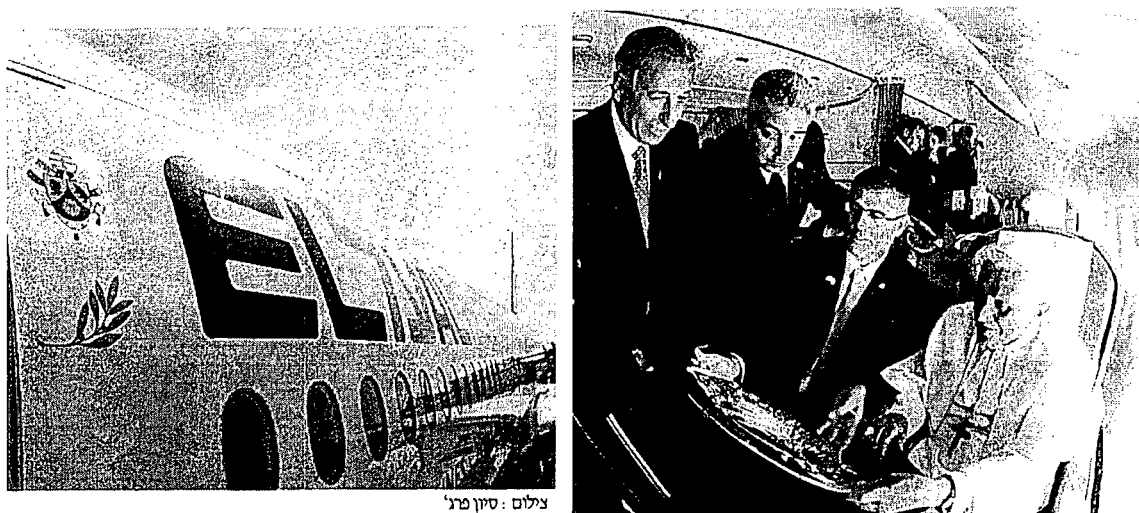
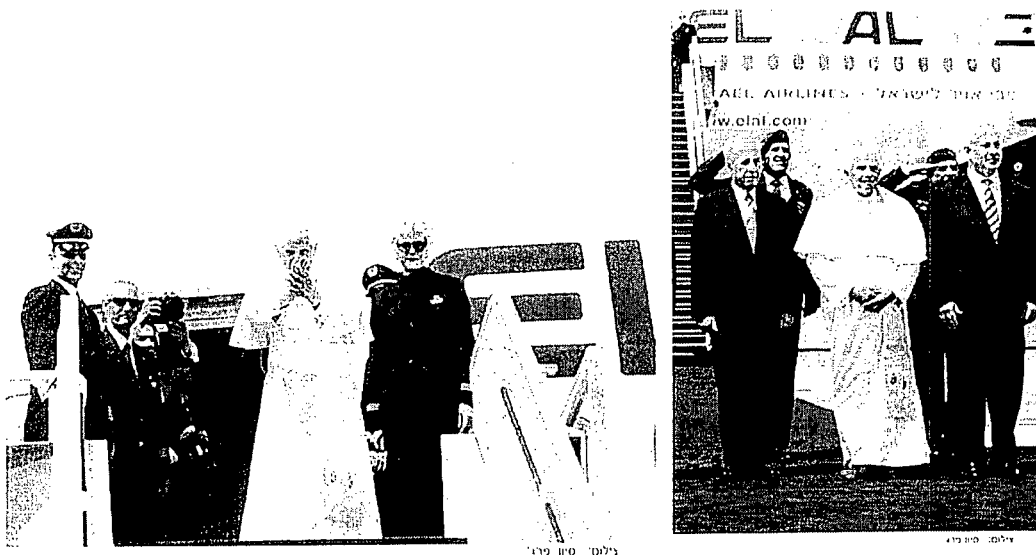
EL AL. It's not just an airline. It's Israel.

###

EL AL

NOT JUST AN AIRLINE. IT'S ISRAEL.

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Pictured above: (top, left) His Holiness Pope Benedict XVI boarding the specially designated EL AL 777 aircraft at Ben Gurion International Airport in Israel prior to his departure to Rome.
(top, right) Israeli Prime Minister Benjamin Netanyahu, His Holiness and Shimon Peres, President of Israel.
(bottom, left) The Vatican insignia emblazoned onto the side of the EL AL 777 that carried His Holiness to Rome.
(bottom, right) (left to right) EL AL President Haim Romano (seated) presents His Holiness with a special silver platter engraved with the most important Christian sites in the Holyland. Also shown

standing are Stanley Morais, Manager, Alliances, International Affairs Division, EL AL and Yechiel Eyni, EL AL General Manager, Italy.

**EL AL ISRAEL AIRLINES HOSTS POPE BENEDICT XVI
ON SPECIAL FLIGHT FROM ISRAEL TO ROME
*AIRLINE ANNOUNCES FOCUS ON CHRISTIAN PILGRIM MARKET***

NEW YORK, NY – May 20, 2009 – Following the recent historic visit of His Holiness Pope Benedict XVI to the Holyland, EL AL, Israel's national airline has announced a more intensive focus on the Catholic and Christian markets as well as offering special services geared toward these markets.

The Pope returned home from Israel to Rome on a dedicated EL AL Boeing 777 aircraft emblazoned with the Vatican insignia. A specially-trained in-flight crew representing several faiths accompanied the Pope and his entourage of more than 100 clergy and journalists. EL AL plans to continue this additional educational training with its entire in-flight staff. A special menu was prepared for this flight and featured contemporary Mediterranean cuisine.

EL AL has developed a mini-site highlighting the Pope's visit, available in many languages, which can be found by visiting www.elal.com. To facilitate the experience of visiting the Holyland, the airline will continue offering specially priced packages that include roundtrip flights, hotel accommodations and daily tours.

"As the national airline of Israel, EL AL is the natural choice for Catholics visiting the Holyland and we are ready to serve and meet the needs of this important market," said Haim Romano, President, EL AL Israel Airlines.

EL AL recently launched nonstop flights from Sao Paulo, Brazil to answer the demand of the pilgrimage market from South America. EL AL nonstop flights between Brazil and Israel depart three times a week. Convenient connecting flights from Sao Paulo (and other Latin American cities) to various destinations across the continent including Argentina, Chile, Uruguay, Bolivia and Ecuador are also available.

EL AL has also recently increased its service to Cairo, Egypt from two to four flights each week from Israel, making it possible for pilgrimage groups traveling from North and South America to combine regional destinations with their visit to the Holyland.

EL AL, together with the Israel Ministry of Tourism, is now targeting the 1.3 billion Catholics around the world and encouraging them to make a pilgrimage to the Holyland in the footsteps of Pope Benedict XVI.

About EL AL

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###

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RUDER FINN, INCORPORATED
Schedule of Publications on Behalf of **Jamaica Tourist Board**

For six month period ending September 30, 2009

Description of Publications	By Whom Written, Edited, or Prepared	By whom Printed Produced, Published	By Whom Distributed
Jamaica Celebrates Launch Of JetBlue's Nonstop Service From New York's JFK Airport To Montego Bay	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Announces Creation Of Culinary <i>Jerk Trail</i>	Ruder Finn	Ruder Finn	Ruder Finn
Jamaican Tourism Award Recipients Celebrated At Caribbean Tourism Awards Luncheon	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica's Portland Jerk Festival Celebrates "Origins of Jerk"	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Heats Up This Weekend's Nautica New York City Triathlon	Ruder Finn	Ruder Finn	Ruder Finn
Vote Jamaica For Next Stop On Summer Of Possibilities Tour With Travelocity Roaming Gnome	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Celebrates World Championship Wins With Amazing Travel Packages And Deals	Ruder Finn	Ruder Finn	Ruder Finn

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of **Jamaica Tourist Board**:

1. Media Relations
2. Special Events
3. Crisis Communications
4. General Counsel

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FOR IMMEDIATE RELEASE

**JAMAICA CELEBRATES LAUNCH OF JETBLUE'S NONSTOP SERVICE FROM
NEW YORK'S JFK AIRPORT TO MONTEGO BAY**

Celebration with Jamaica's Minister of Tourism Kicked off Inaugural Flight on May 21

KINGSTON, JAMAICA – May 21, 2009 – Jamaica spiced up JetBlue's Terminal 5 at New York's John F. Kennedy Airport (JFK) on May 21, as island-style celebrations took place for the airline's inaugural flight to Montego Bay (MBJ). Jamaica's Minister of Tourism Edmund Bartlett and Director of Tourism John Lynch were present at the morning festivities and participated in a special ribbon-cutting ceremony with JetBlue's Senior Vice President of Customer Services Rob Maruster and JetBlue crew members. Customers were also treated to live Jamaican music, refreshments from Dunkin' Donuts and a special celebratory cake.

"We are delighted that JetBlue is operating daily flights to Jamaica. The new service illustrates our continued efforts to attract more air carriers to Jamaica, thus making it an even more accessible destination for travelers," said Minister Bartlett. "JetBlue is a very competitive and popular airline, and we are confident that with the new daily service from New York we will continue to welcome even more visitors to Jamaica from this market."

The inaugural flight was even more significant as many of the JetBlue crew members on board were part of the Jamaican Diaspora in the greater New York area.

Welcome to Montego Bay

The flight was received with great excitement in Montego Bay's Sangster International Airport with a water cannon salute as well as music, food, and special greetings from Jamaican officials. Representatives from JetBlue and Jamaica participated in a press conference, ceremonial ribbon cutting and offered "exchange of gifts" to signify this new partnership.

Special Events

In addition to the May 21 morning celebrations at JetBlue's Terminal 5, the Jamaica Tourist Board and JetBlue teamed up with Thrillist.com to throw a Jamaican soiree on May 20 at one of New York City's swankiest venues, The Hudson Terrace. The evening started off on a high note with a special live performance by Jamaican reggae sensation Mojo Morgan from Morgan Heritage performing songs from his debut solo album, "Got MoJo?" and The Kevin Batchelor Band. Guests enjoyed featured Jamaican drinks and cuisine catered by Golden Krust Caribbean Bakery and Grill and got a chance to enter to win a trip to Rose Hall Resort & Spa, a Hilton Resort.

Promotions

The Jamaica Tourist Board and JetBlue also partnered to create a series of promotions to create awareness of this new flight among the New York Caribbean Diaspora community. Promotions ran from May 14-17 on CNPTV, and in the *New York Amsterdam News* and *New York Carib News*, offering consumers a chance to win a trip on the May 21 inaugural flight to Jamaica and an all-inclusive stay at SuperClubs' Starfish Trelawney Resort & Spa. More than 3,500 entries were received.

"Airport events both in New York and in Jamaica, along with specially created consumer promotions leading up to the inaugural flight, have helped build excitement and create awareness that there is an added option when flying from New York to Jamaica," said Director Lynch. "JetBlue is yet another high-profile partner with which the Jamaica Tourist Board is thrilled to work as we continue to promote travel to our island."

The daily JetBlue flight departs JFK at 7:55 a.m., arriving in MBJ at 10:51 a.m. The return flight departs MBJ at 11:50 a.m. and arrives at JFK at 4:39 p.m.

For more information on planning a getaway to Jamaica, go to www.visitjamaica.com. To book a trip to Jamaica onboard JetBlue, visit www.jetblue.com or call 1-800-JETBLUE (1-800-538-2583).

About Jamaica Tourist Board

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. The JTB was declared the Caribbean's Leading Tourist and

Convention Bureau by the World Travel Awards (WTA) from 2006 to 2008, while Jamaica earned the WTA's vote as the World's Leading Cruise Destination, the Caribbean's Leading Destination and the Caribbean's Leading Cruise Destination.

JTB offices are located in Kingston, Montego Bay, Miami, Toronto and London. Representative offices are located in Düsseldorf, Barcelona, Rome, Amsterdam and Tokyo.

For details on upcoming special events, attractions and accommodations in Jamaica go to the Jamaica Tourist Board's Web site at www.visitjamaica.com, or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422).

###

JAMAICA

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Note to Editors: Map of *Jerk Trail* included below

FOR IMMEDIATE RELEASE

JAMAICA ANNOUNCES CREATION OF CULINARY JERK TRAIL *Travelers Can Track the Island's Top Jerk Spots*

KINGSTON, JAMAICA – May 19, 2009 – Jamaica's most famous culinary export, Jerk cuisine, has drawn visitors from all over the world looking to sample this delicious style and flavor of cooking. That's why during the recently concluded JAPEX, Jamaica's Minister of Tourism Edmund Bartlett announced plans for the island's *Jerk Trail*, Jamaica's newest – and spiciest – attraction. Visitors can follow the Trail and eat their way through Jamaica sampling this cuisine and the secret recipes the cooks hold near and dear.

"Jerk cuisine has made its way onto menus worldwide, but we invite travelers to come Jamaica and sample this dish the way it was meant to be experienced – in our laid back, tropical environment," said Minister Bartlett. "The *Jerk Trail* creates a culinary adventure featuring the distinct flavors of Jamaica, along with its breathtaking natural beauty and truly unique culture, as visitors travel across the island from Negril, through Montego Bay and Ocho Rios, to Kingston, ending in the home of Jerk – Port Antonio."

The Trail currently features 10 of the hottest places to try Jerk cuisine in Jamaica:

- Supreme Jerk Centre, Green Island
- Border Jerk Centre, Ramble
- Ultimate Jerk Center, Discovery Bay
- Scotchie's, Greenwich Park
- Ocho Rios Jerk Center

- Lyming at Walkerswood
- G&B Jerk Centre, Victoria Road
- Pon Di Corner Jerk Center, Black Hill District
- Blueberry Hill Jerk Center
- Unique Jerk Center, Hope Bay
- Boston Jerk, Boston Bay

Contest to Create *Jerk Trail* Logo

Minister Bartlett also announced plans for a contest inviting Jamaican children who are members of the Tourism Action Club to design the *Jerk Trail* logo. The logo would be used in all publicity and marketing materials, as well as featured at the various stops along the Trail. More details will be announced soon.

The Origins of Jerk

The technique of "jerk" is thought to have originated with the Maroons, descendants of slaves who were freed from their Spanish masters and lived in the island's most remote mountain areas. Meat is first marinated for hours in an incendiary mixture of peppers, pimento seeds, scallion, thyme and then cooked over an outdoor pit lined with pimento wood. (The Maroons did the cooking underground to camouflage the smoke.) The low heat allows the meat to cook slowly, retaining the natural juices while becoming infused with the flavor of the wood.

For more information on planning a culinary adventure in Jamaica, go to www.visitjamaica.com/jerk.

About Jamaica Tourist Board

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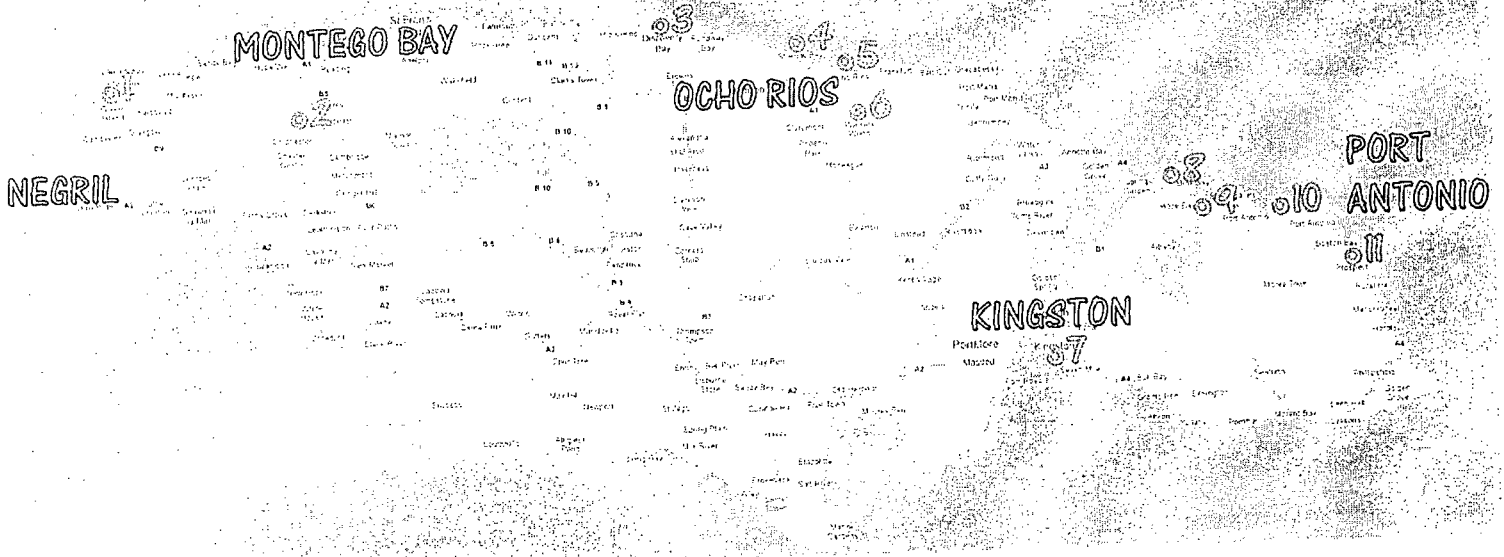
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JAMAICA JERK TRAIL

YOUR GUIDE TO JAMAICA'S BEST JERK

JERK TRAIL ESTABLISHMENTS:

1. Montego Bay Jerk Centre, Fresh Market: 951-6502
2. Port Antonio Jerk Centre, Rumbia: 444-3775
3. Montego Bay Jerk Centre, Discovery Bay: 978-2154
4. Seaside's Jerk Centre, Port Antonio: 744-4467
5. Ocho Rios Jerk Centre: 974-2544
6. Lymington Jerk Centre: 934-8407
7. Ocho Rios Jerk Centre, Victoria Road: 934-1014
8. Port Antonio Jerk Centre, Old Port Antonio: 952-2630
9. Lymington Jerk Centre: 413-1879
10. Lymington Jerk Centre, Lymington Bay: 541-4042
11. Port Antonio Jerk Centre, Port Antonio





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FOR IMMEDIATE RELEASE

JAMAICAN TOURISM AWARD RECIPIENTS CELEBRATED

AT CARIBBEAN TOURISM AWARDS LUNCHEON

KINGSTON, JAMAICA – June 15, 2009 – Today the Jamaica Tourist Board (JTB) in association with the Caribbean Tourism Organization (CTO) presented two distinguished travel industry individuals, William B. Rodgers of Air Jamaica and Joe Pike of *Travel Agent* magazine, with awards of excellence for their efforts in marketing the Caribbean as a premier travel destination. The presentations were made during the CTO's Allied Awards Luncheon held at the New Yorker Hotel as this year's Caribbean Week in New York comes to a close. The Marcia Vickery-Wallace and Marcella Martinez awards honor significant achievements of individuals whose work has shared the Caribbean experience with the world.

During the luncheon, attendees were treated to the hospitality and taste of the Caribbean, including a delectable dessert prepared by Chef Julio Cesar Mercedes from Iberostar Rose Hall.

Marcella Martinez Award

Established in 2004, the Marcella Martinez Award is presented annually for unparalleled achievement in the design and implementation of successful programs to strengthen and support Caribbean tourism. The award is named in honor of Jamaican Marcella Martinez, who dedicated her extraordinary career as a public relations professional to the promotion of tourism to the Caribbean.

Jamaica's Minister of Tourism Edmund Bartlett presented this year's Marcella Martinez Award to William B. Rodgers, Air Jamaica's Senior Director, Government & Community Affairs. The

Tourism Minister noted, "This award is most deservedly presented to Will, as he is affectionately called, who has given more than three decades of service to Air Jamaica and has played a key role in promoting the Caribbean and its people."

Rodgers is a seasoned veteran of the travel industry who came out of retirement on the request of the Government of Jamaica to serve as interim President & CEO of Air Jamaica in 2007. With more than 35 years experience working in the airline sector, his vast knowledge has been critical in the strategic placement and repositioning of Jamaica's national airline.

He has served in several executive positions, including Senior Vice President in charge of Industrial Affairs, Director of Contracts & Technical Services, Vice President In-Flight Services, Vice President Marketing & Sales, as well as a ten-year assignment overseas as Vice President in charge of the company's North American operations.

Rodgers holds a Certificate in Accounting and Strategic Marketing from Harvard University.

The Marcia Vickery-Wallace Award

The Marcia Vickery-Wallace Award was established in 1987 as a tribute to Marcia Vickery-Wallace, former editor of *Brides Magazine*. Each year the JTB, in conjunction with the CTO, dedicates an award in her memory to a journalist who has followed in her footsteps with the same dedication to promoting the Caribbean region. This year Jamaica's Director of Tourism John Lynch presented Joe Pike, *Travel Agent* magazine's Caribbean expert, the Marcia Vickery-Wallace Award for the passion with which he has written about the charming culture of the region.

In presenting the award, Jamaica's Tourism Director said, "Joe has visited and covered high profile events in countries all over the world, but since taking over the Caribbean beat, he has demonstrated a deep love for the culture and the people. He has traveled to and written on just about every island in the Caribbean, and cherishes each experience."

Pike has been covering the Caribbean for about three years and in that time has visited the region more than 100 times. Some of his notable cover stories include 'Family Travel in the Caribbean' and 'Hidden Caribbean Gems.'

On one of Pike's first assignments to the Caribbean, he visited Chukka Caribbean Adventures where he participated in the Horseback Ride & Swim activity. He admits that while he was quite nervous riding alongside the cliff, his capable tour guide allayed his fears and made him feel safe and relaxed. This he believes embodies the spirit of not just Jamaica but the entire Caribbean adding that "if you trust them, they will trust you right back."

Prior to working as a travel writer with Travel Agent, Pike was a staff writer for *The Asbury Park Press* based in the New Jersey Shore, covering local news. He holds a Master's Degree in Newspaper, Magazine and Online Journalism from Syracuse University's S.I. Newhouse School of Public Communications.

About Jamaica Tourist Board

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RUDER FINN, INCORPORATED

Schedule of Publications on Behalf of

Tourism Development & Investing Company
For six month period ending September 30, 2009 *(TDIC)*

Description of Publications	By Whom Written, Edited, or Prepared	By whom Printed Produced, Published	By Whom Distributed
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None

NSD/CES/REGISTRATION
UNIT
2009 NOV -5 AM 10:00

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months , Ruder Finn was engaged in the following activities on behalf of: *TDEC*

1. *Press Kit*
2. *Outreach to U.S. Media*
3. *Media relations regarding Saadiyat Island Cultural District*
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

RUDER FINN, INCORPORATED
Schedule of Publications on Behalf of
NOVARTIS, A.G.
For six month period ending September 30, 2009

2009 NOV -5 AM 10:00

NSD/CES/REGISTRATION
UNIT

Description of Publications	By Whom Written, Edited, or Prepared	By whom Printed Produced, Published	By Whom Distributed
Novartis News Release, March 30, 2009, "Ixiaro® receives FDA approval for the prevention of Japanese Encephalitis"	Ruder Finn/Novartis AG	NA	Hugin
Novartis News Release, April 2, 2009, "Ixiaro® vaccine receives Marketing Authorization in Europe for the prevention of Japanese Encephalitis"	Ruder Finn/Novartis AG	NA	Hugin
Novartis News Release, April 20, 2009, "Novartis investigational adjuvanted (MF59) pre-pandemic avian influenza vaccine Aflunov® shows long lasting, broadly cross- protective immune response"	Ruder Finn/Novartis AG	NA	Hugin
Novartis News Release, August 5, 2009, "Novartis begins shipment of Fluvirin® seasonal influenza vaccine for the U.S. market ahead of schedule"	Ruder Finn/Novartis AG	NA	Hugin

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months , Ruder Finn was engaged in the following activities on behalf of: *NOVARTIS, AS*

1. *Press Releases*
2. *Public Relations Counsel*
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

MEDIA RELEASE • COMMUNIQUE AUX MEDIAS • MEDIENMITTEILUNG

Ixiaro® receives FDA approval for the prevention of Japanese Encephalitis

- *JE is a devastating disease that results annually in 10,000-15,000 deaths worldwide and is a potential threat for travelers to Asia²*
- *In clinical trials Ixiaro was well tolerated and has been shown to provide a protective immune response in up to 99% of subjects after only two doses⁴*
- *The vaccine will be marketed in the US by Novartis and is part of the strategic alliance between Novartis Vaccines and InterCell AG*

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Basel, March 30, 2009 — The United States Food and Drug Administration has approved Ixiaro® vaccine for the prevention of Japanese Encephalitis (JE). The vaccine will be marketed in the US as Ixiaro by Novartis Vaccines. JE, a mosquito-borne flaviviral infection, is a devastating disease that results in 10,000-15,000 deaths annually^{1,2} and is a potential threat for travelers to Asia.

Ixiaro was developed to provide a well-tolerated, effective and convenient vaccine against JE, suitable for administration to travelers who wish to reduce their risk of acquiring the disease. A vaccine against Japanese Encephalitis has been available for travelers from the US, however its use has been limited by concerns over its safety profile and a recent announcement of discontinued production. Ixiaro has been shown to be as immunogenic as the currently licensed JE vaccine but with a better local tolerability profile and a more convenient dosing schedule.

"Asia is now the second most popular travel destination globally, and travel to the region is expected to increase. JE is spread by mosquitoes, which makes it unpredictable. Vaccination is the most effective preventive measure against the disease," said Dr. Andrin Oswald, CEO of Novartis Vaccines and Diagnostics.

Ixiaro was developed by InterCell AG. Novartis and InterCell have a strategic alliance based on a shared vision of science in vaccines R&D. The alliance provides Novartis with the development and commercialization rights to InterCell's entire non-partnered early state vaccines pipeline.

Ixiaro received a positive opinion from the CHMP (European Committee for Human Medicinal Products) of the European Medicines Agency on the Marketing Authorization in December 2008. Further pediatric studies with the vaccine are planned.

Ixiaro Pivotal Study Details

A total of 5,102 subjects have participated in eight Ixiaro clinical trials.

A randomized, multicenter, observer-blinded Phase III study was conducted to evaluate the immunogenicity of two doses of Ixiaro compared to three doses of the currently licensed vaccine in healthy adults. The primary objective of the study was to demonstrate non-inferiority of Ixiaro to JE-Vax® in terms of immunogenicity at day 56. Secondary

objectives included the safety and local tolerability of both vaccines. Ixiaro was found to be highly immunogenic, resulting in protective antibody titers in 99% of subjects following two doses⁴. The immune response following vaccination with Ixiaro was sustained at six months, with 95% of the 181 subjects maintaining protective antibody titers. Eighty-three percent (83%) of subjects still maintained protective antibody levels after one year⁷.

In addition, a multicenter, randomized, double-blind Phase III study was conducted in 2675 healthy adults to assess the safety and tolerability of Ixiaro compared with placebo injections. Ixiaro was found to be well tolerated and no allergic reactions were observed. Ixiaro was found to have a similar safety profile to placebo and a statistically significantly better local tolerability profile than JE-Vax^{5,6}.

About Ixiaro Vaccine

Ixiaro is indicated for active immunization against JE virus for persons 17 years of age and older. Ixiaro is a purified inactivated state-of-the-art JE vaccine that uses cell culture technology. It provides a good immune response while being well tolerated. It does not contain thiomersal, gelatin or any other stabilizers or preservatives in its formulation. The vaccine is provided as a ready-to-use liquid formulation in pre-filled syringes and is administered in two doses 28 days apart.

On June 13, 2006, Novartis and Intercell announced that Novartis Vaccines had obtained worldwide marketing and distribution rights to the vaccine with the exception of Australia, Korea, Japan and certain other Asian markets. Ixiaro complements the Novartis Vaccines portfolio of travel vaccines which includes: Rabipur®/RabAvert® vaccine, for pre and post exposure prophylaxis treatment against rabies; Typhoral L® vaccine, an oral typhoid vaccine and HAVpur® vaccine for the prevention of Hepatitis A.

About Japanese Encephalitis (JE)

Japanese Encephalitis (JE) disease is an acute inflammatory condition of the brain and spinal cord caused by the Japanese encephalitis virus (JEV). Most JE virus infections are mild (fever and headache) or without apparent symptoms, but approximately one in 300 infections results in severe disease characterized by rapid onset of high fever, headache, neck stiffness, disorientation, coma, seizures, spastic paralysis and death. The fatality rate is approximately 30% and as many as 50% of those who survive suffer from persistent neurological sequelae^{2,3}. In areas where the JE virus is common, encephalitis occurs mainly in young children because older children and adults are likely to have acquired natural immunity (through infection) or have been vaccinated. JE is a leading cause of viral encephalitis in Asia with 30,000 to 50,000 clinical cases reported annually³.

Japanese encephalitis virus is only transmitted by certain types of mosquitoes (most commonly *Culex tritaeniorhynchus*). These mosquitoes are usually found in rural rice-growing and pig farming regions of Asia, but can also be found at the outskirts of cities. The mosquitoes become infected by feeding on domestic pigs and wild birds that are infected with the Japanese encephalitis virus. Infected mosquitoes then transmit the Japanese encephalitis virus to other pigs and water birds and also to humans during feeding⁸. The nature of the JE life cycle means it is not possible to eradicate JE.

The transmission of JE is linked to the seasonality of the mosquitoes in these areas. JE is transmitted seasonally in large areas of Asia, but in some locations may be transmitted year round. Many areas with tropical climates hold a potential for year round transmission and, elsewhere, peak periods of increased viral transmission follows monsoon seasons and irrigation associated with rice cultivation.

JE is highly prevalent in Asia. Approximately 3 billion people live in areas at risk of the disease. JE has occurred from the islands of the Western Pacific in the east to the Pakistani border in the west, and from Korea in the north to Papua, New Guinea in the south.

Novartis Vaccines is committed to educating travelers and healthcare providers about the risk of acquiring JE during travel and about protective modalities, including Ixiaro vaccine.

The foregoing release contains forward-looking statements that can be identified by terminology such as "to market," "will," "potential," "expected," "planned," "committed," "risk," or similar expressions, or by express or implied discussions regarding potential new indications or labeling for Ixiaro or regarding potential future revenues from Ixiaro. You should not place undue reliance on these statements. Such forward-looking statements reflect the current views of management regarding future events, and involve known and unknown risks, uncertainties and other factors that may cause actual results with Ixiaro to be materially different from any future results, performance or achievements expressed or implied by such statements. There can be no guarantee that Ixiaro will be approved for any additional indications or labeling in any market. Nor can there be any guarantee that Ixiaro will achieve any particular levels of revenue in the future. In particular, management's expectations regarding Ixiaro could be affected by, among other things, unexpected regulatory actions or delays or government regulation generally; unexpected clinical trial results, including unexpected new clinical data and unexpected additional analysis of existing clinical data; the company's ability to obtain or maintain patent or other proprietary intellectual property protection; competition in general; government, industry and general public pricing pressures; the impact that the foregoing factors could have on the values attributed to the Novartis Group's assets and liabilities as recorded in the Group's consolidated balance sheet, and other risks and factors referred to in Novartis AG's current Form 20-F on file with the US Securities and Exchange Commission. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those anticipated, believed, estimated or expected. Novartis is providing the information in this press release as of this date and does not undertake any obligation to update any forward-looking statements contained in this press release as a result of new information, future events or otherwise.

About Novartis

Novartis Vaccines and Diagnostics is a division of Novartis focused on the development of preventive treatments. The division has two businesses: Novartis Vaccines and Chiron. Novartis Vaccines is the world's fifth-largest vaccines manufacturer and second-largest supplier of flu vaccines in the US. The division's products also include meningococcal, pediatric and travel vaccines. Chiron, the blood testing and molecular diagnostics business, is dedicated to preventing the spread of infectious diseases through the development of novel blood-screening tools that protect the world's blood supply.

Novartis AG provides healthcare solutions that address the evolving needs of patients and societies. Focused solely on healthcare, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, preventive vaccines, diagnostic tools, cost-saving generic pharmaceuticals, and consumer health products. Novartis is the only company with leading positions in these areas. In 2008, the Group's continuing operations achieved net sales of USD 41.5 billion and net income of USD 8.2 billion. Approximately USD 7.2 billion was invested in R&D activities throughout the Group. Headquartered in Basel, Switzerland, Novartis Group companies employ approximately 96,700 full-time-equivalent associates and operate in more than 140 countries around the world. For more information, please visit <http://www.novartis.com>.

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- 5 Tauber E, Kollaritsch H, von Sonnenburg F et al. Randomized, Double-Blind, Placebo-Controlled Phase 3 Trial of the Safety and Tolerability of IC51, an Inactivated Japanese Encephalitis Vaccine. J Infect Dis 2008; 198:493-499
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- 7 Schuller, E., Jilma, B., Voicu, V. et al. Long-term immunogenicity of the new Vero cell-derived, inactivated Japanese encephalitis virus vaccine IC51: six and 12 month results of a multicenter follow-up phase 3 study. Vaccine. 2008. Aug 12;26(34):4382-6
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MEDIA RELEASE • COMMUNIQUE AUX MEDIAS • MEDIENMITTEILUNG

Ixiaro[®] vaccine receives Marketing Authorization in Europe for the prevention of Japanese Encephalitis

- *First major achievement from strategic alliance between Novartis Vaccines and Intercell announced in 2006*
- *Ixiaro strengthens Novartis Vaccines travel portfolio which now includes vaccines against Japanese Encephalitis, rabies and tick-borne encephalitis*
- *Japanese Encephalitis is a potentially life-threatening disease for travelers from Europe to Asia*

Basel, April 2, 2009 — The European Commission has granted Marketing Authorization to Ixiaro[®] vaccine for the prevention of Japanese Encephalitis (JE). JE, a mosquito-borne flaviviral infection, results in 10,000-15,000 deaths annually^{1,2} and is a potentially life-threatening disease for travelers to Asia.

Ixiaro was developed to provide a well-tolerated, effective and convenient vaccine against JE, suitable for administration to travelers who wish to reduce their risk of acquiring the disease. Until now there has not been a licensed Japanese Encephalitis vaccine in Europe. JE is highly prevalent in Asia. It has occurred from the islands of the Western Pacific in the east to Pakistan in the west, and from far Eastern Russia and Korea in the north to Northern Australia in the south.

"Asia is a very popular travel destination for Europeans. Since JE is spread by mosquitoes, the threat to travelers is unpredictable," said Dr. Andrin Oswald, CEO of Novartis Vaccines and Diagnostics. "Vaccination is the most effective preventive measure against the disease and Ixiaro will address an unmet medical need for travelers from Europe to Asia."

Ixiaro was developed by Intercell AG. Novartis and Intercell have a strategic alliance that provides Novartis with the commercialization rights to Ixiaro. On December 18, 2008, the Committee for Medicinal Products for Human Use (CHMP) recommended to grant marketing authorization to Ixiaro. The European Commission has granted marketing authorization for the 27 countries of the European Union, as well as Norway and Iceland. Ixiaro vaccine also has received marketing authorization in Australia and received FDA approval in the United States on March 30, 2009. Further pediatric studies with the vaccine are planned.

Ixiaro Pivotal Study Details

A total of 5,102 subjects have participated in eight Ixiaro clinical trials. A randomized, multicenter, observer-blinded Phase III study was conducted to evaluate the immunogenicity of two doses of Ixiaro compared to three doses of the currently licensed vaccine (in the US) in healthy adults.

The primary objective of the study was to demonstrate non-inferiority of Ixiaro to JE-Vax[®] in terms of immunogenicity at day 56. Secondary objectives included the safety

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and local tolerability of both vaccines. Ixiaro was found to be highly immunogenic, resulting in protective antibody titers in 99% of subjects following two doses⁴. The immune response following vaccination with Ixiaro was sustained at six months, with 95% of the 181 subjects maintaining protective antibody titers. Eighty-three percent (83%) of subjects still maintained protective antibody levels after one year⁷.

In addition, a multicenter, randomized, double-blind Phase III study was conducted in 2,675 healthy adults to assess the safety and tolerability of Ixiaro compared with placebo injections. Ixiaro was found to be well tolerated and no allergic reactions were observed. Ixiaro was found to have a similar safety profile to placebo and a statistically significantly better local tolerability profile than JE-Vax[®] 5,6,9.

About Ixiaro Vaccine

Ixiaro is indicated for active immunization against JE virus for persons 18 years of age and older. Ixiaro is a purified inactivated state-of-the-art JE vaccine that uses cell culture technology. It provides a good immune response while being well tolerated. It does not contain thiomersal, gelatin or any other stabilizers or preservatives in its formulation. The vaccine is provided as a ready-to-use liquid formulation in pre-filled syringes and is administered in two doses 28 days apart.

On June 13, 2006, Novartis and Intercell announced that Novartis Vaccines had obtained worldwide marketing and distribution rights to the vaccine with the exception of Australia, Korea, Japan and certain other Asian markets. Ixiaro complements the Novartis Vaccines portfolio of travel vaccines which includes: Rabipur[®]/RabAvert[®] vaccine, protection against rabies; Typhoral L[®] vaccine, an oral typhoid vaccine and HAVpur[®] vaccine for the prevention of Hepatitis A.

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Japanese encephalitis virus is only transmitted by certain types of mosquitoes (most commonly *Culex tritaeniorhynchus*). These mosquitoes are usually found in rural rice-growing areas of Asia, but can also be found at the outskirts of cities. The mosquitoes become infected by feeding on domestic pigs and wild birds that are infected with the Japanese encephalitis virus. Infected mosquitoes then transmit the Japanese encephalitis virus to other pigs and water birds and also to humans during feeding⁸. The nature of the JE life cycle means it is not possible to eradicate JE.

The transmission of JE is linked to the seasonality of the mosquitoes in these areas. JE is transmitted seasonally in large areas of Asia, but in some locations may be transmitted year round. Many areas with tropical climates hold a potential for year round transmission and, elsewhere, peak periods of increased viral transmission follows monsoon seasons and irrigation associated with rice cultivation. Approximately 3 billion people live in areas at risk of the disease.

Novartis Vaccines is committed to educating travelers and healthcare providers about the risk of acquiring JE during travel and about protective modalities, including Ixiaro vaccine.

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MEDIA RELEASE • COMMUNIQUE AUX MEDIAS • MEDIENMITTEILUNG

Novartis investigational adjuvanted (MF59) pre-pandemic avian influenza vaccine Aflunov® shows long lasting, broadly cross-protective immune response

- *Aflunov® study published in PNAS demonstrated long-lasting immune memory of investigational MF59® adjuvanted pre-pandemic avian vaccine in adults up to seven years after vaccination*
- *Data suggests MF59 provides cross-protection for flu strain variations not contained in initial vaccine formulation*
- *Other Phase II studies reinforce safety and tolerability of the adjuvanted vaccine in children aged 6 months to 17 years¹*

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Basel, April 30 2009 — A study published this week in the *Proceedings of the National Academy of Sciences of the United States of America* shows that Aflunov®, the Novartis investigational pre-pandemic avian influenza vaccine formulated with Novartis' proprietary MF59® adjuvant, can elicit a broadly cross-reactive immune response covering all known H5N1 antigenic variants, even when that booster dose is administered six years after the initial priming dose.

The data show that the Novartis investigational adjuvanted vaccine elicited a long-lasting immune response that could be rapidly boosted following a single dose of the vaccine. This may provide public health officials additional flexibility to help protect citizens well in advance of an avian influenza pandemic. The study also showed that the adjuvanted vaccine created an immune memory not only against the H5N1 strain contained in the vaccine but also provided cross-protection against several other H5N1 strains.

"These data reinforce the potentially broad applicability of the MF59 adjuvant and the role it can play in pandemic preparedness efforts around the world," said Andrin Oswald, CEO of Novartis Vaccines and Diagnostics. "Cross-reactivity is an important element for a pre-pandemic vaccine given that variations are a common feature of emerging influenza strains. We will use these new insights, as well as our strong leadership position in cell based flu manufacturing, as part of our efforts to develop a vaccine against the current swine flu outbreak."

"The findings published about the H5N1 vaccine suggest a way forward for the present swine flu outbreak," added Rino Rappuoli, Head of Research at Novartis Vaccines. "We are working closely with the World Health Organization, U.S. Centers for Disease Control and Prevention (CDC), PAHO and other government agencies worldwide on developing a strong and effective response to the outbreak."

These data are part of several new studies presented this week at the Third International Conference on Influenza Vaccines for the World (IVW) in Cannes, France. Selected Aflunov data were previously presented in September 2008 at ESWI in Portugal, and announced at that time. Aflunov has not been tested on swine flu and has not been

approved for sale in the U.S., Europe or other markets. A Phase II study has also demonstrated that Aflunov provided a protective immune response in children as young as 6 months to 17 years of age¹. It is the first and only –pre-pandemic avian vaccine with a good safety profile and which is effective in building an immune response as early as 6 months of age³.

"To have a pre-pandemic vaccine that can produce a protective immune response in children as young as 6 months of age, as well as seniors is essential," said Timo Vesikari, M.D., Professor of virology and pediatrics and Director of the Vaccine Research Center at the University of Tampere, Finland. "Children are not only at the biggest risk of complications from influenza, but they have been identified as the prime population for spreading the virus to all ages. We need to ensure that they are protected against a potential pandemic, which can strike at any time."

In a third study presented at IVW, Aflunov demonstrated that it could potentially be used to prime the general public against a potential influenza pandemic through a flexible dosing regimen, which would allow public health officials to immunize their citizens by administering the vaccine well in advance of a potential outbreak. The trial showed that a single priming dose of the vaccine was sufficient to develop immune memory in more than 90 percent of healthy adults, which could then be boosted one year later with either the same or a different strain of the avian influenza virus².

MF59 is the only flu adjuvant in a pre-pandemic program with an established safety profile, supported by more than 10 years of clinical safety data and more than 40 million doses of commercial use in Europe. The adjuvant has been studied in clinical trials involving more than 26,000 people, including children, and has been licensed for use in people 65 years of age and over in the seasonal influenza vaccine, Fludac[®], since 1997 in the European Union⁴. Fludac is not licensed for sale in the U.S.

Study details

The first study was a Phase II trial that involved 472 subjects aged 6 months to 17 years. The subjects were divided into three cohorts: toddlers 6-36 months of age, children 3-9 years of age and adolescents 9-17 years of age. Each age group was randomized in a 3-to-1 ratio to receive either the adjuvanted pre-pandemic vaccine (Aflunov) or Fludac, a seasonal influenza vaccine. Participants in the adjuvanted pre-pandemic vaccine arm received two 0.5 mL doses. Those in the Fludac arm received two 0.25 mL doses if they were younger than 3 years of age and one 0.5 mL dose if they were 3 years of age or older. Antibody responses were measured using standard hemagglutination inhibition (HI), single radial hemolysis (SRH) and microneutralization antibody response (MN) methods.

After the first dose of adjuvanted pre-pandemic vaccine, HI results demonstrated that two Committee for Medicinal Products for Human Use (CHMP) criteria were reached by the adolescent group and one was reached by the toddler and children groups. SRH results showed that all three cohorts fulfilled CHMP for geometric mean ratio and seroconversion. Following the second vaccination with the adjuvanted pre-pandemic vaccine, all three CHMP immunogenicity criteria were met in all three age groups as measured by HI and SRH. Further, 94 percent of toddlers, 92 percent of children and 72 percent of adolescents achieved at least a fourfold increase in MN titer over baseline and 99 percent of all three groups achieved an MN titer of ≥ 40 – common measures of seroprotection¹.

The second study was a Phase II open-label trial that involved participants from 18 to 40 years of age. A subset of 99 subjects received one dose of adjuvanted pre-pandemic vaccine (H5N1 clade 1 [Vietnam]) either three weeks before or after one dose of Agrippal (2007 season). A heterologous (H5N1 clade 2 [Turkey]) adjuvanted pre-pandemic vaccine booster dose, mixed with Agrippal, was administered one year later.

Antibody responses were measured one, two and three weeks later to assess cross-reactivity by HI, MN and SRH and measure seroconversion and seroprotection. After priming, the vaccine gave similar seroconversion (>40 percent) and seroprotection (>40 percent) rates against homologous virus as seen in previous studies three weeks post-vaccination. All three EMEA licensure criteria were met using both HI and SRH assays².

Heterologous boosting produced memory immune responses, evident within one week, in more than 90 percent of the subjects. Seroconversion and seroprotection rates were equivalent to those seen after homologous priming².

Novartis Vaccines commitment to pandemic preparedness

Novartis Vaccines is supportive of the WHO's leadership role in global pandemic planning as discussed in the organization's "THE WORLD HEALTH REPORT 2007: Global Public Health Security in the 21st Century." The WHO is a key global hub for pandemic preparedness, ensuring cohesion and coordination among all players involved, including the industry, governments of both developed or developing countries and their populations.

Novartis Vaccines is working closely with government and regulatory officials worldwide to support pandemic preparedness efforts, including providing vaccines for stockpiling. The company has also been involved in discussions to educate government agencies about the benefits of proactive use of pre-pandemic vaccination in pandemic preparedness planning. The Company also recognizes the importance of pandemic influenza preparedness planning within the business community in an effort to protect the global economy. With this commitment, Novartis Vaccines is working with business leaders to support their continuity planning for pandemic preparedness.

Novartis is the only vaccines manufacturer that has an established, licensed FCC (Flu cell culture) facility which is operating in Marburg, Germany. A second facility, a collaboration with HHS, Department of Health and Human Services, U.S., is under construction in Holly Springs, North Carolina.

Disclaimer

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About Novartis

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Novartis AG provides healthcare solutions that address the evolving needs of patients and societies. Focused solely on healthcare, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, cost-saving generic pharmaceuticals, preventive vaccines, diagnostic tools and consumer health products. Novartis is the only company with leading positions in these areas. In 2008, the Group's continuing operations achieved net sales of USD 41.5 billion and net income of USD 8.2 billion. Approximately USD 7.2 billion was invested in R&D activities throughout the Group. Headquartered in Basel, Switzerland, Novartis Group companies employ approximately 98,000 full-time-equivalent associates and operate in more than 140 countries around the world. For more information, please visit <http://www.novartis.com>.

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MEDIA RELEASE • COMMUNIQUE AUX MEDIAS • MEDIENMITTEILUNG

Novartis begins shipment of Fluvirin® seasonal influenza vaccine for the U.S. market ahead of schedule

- *Novartis Vaccines ships doses of seasonal influenza vaccine to the U.S. market aided by an expedited FDA review*
- *Providing 30 million doses of Fluvirin vaccine in the U.S., to support the annual seasonal influenza vaccination campaign*
- *Early delivery of vaccine will allow public health officials to begin the vaccination campaign weeks ahead of the normal schedule*

Basel, August 5, 2008 — Novartis Vaccines has started shipping seasonal influenza vaccine to U.S. healthcare facilities for the 2009-2010 season. The company delivered Fluvirin® influenza virus vaccine, which has been approved by the U.S. Food and Drug Administration (FDA), to the U.S. weeks ahead of schedule in anticipation of the increased demand for seasonal influenza vaccine created by the current global (A) H1N1 influenza pandemic.

"With the (A) H1N1 influenza pandemic underway, it is important that we take every possible precaution to help protect U.S. citizens from all circulating strains of influenza," said Andrin Oswald, CEO of Novartis Vaccines and Diagnostics. "By receiving the seasonal influenza vaccine early, physicians and public health officials can better prepare for the upcoming flu season."

An estimated 36,000 people in the United States die each year from the flu and another 200,000 are hospitalized¹. Early arrival of the seasonal influenza vaccine will also allow public health officials to begin administering vaccinations weeks ahead of their normal schedule, which is in accordance with guidelines from the Advisory Committee on Immunization Practices (ACIP) of the U.S. Centers for Disease Control and Prevention (CDC)². Federal health officials advise that the single best way to protect against the flu is to get vaccinated each year, and that in general anyone who wants to reduce their chances of getting the flu can get vaccinated³.

Novartis Vaccines will provide the U.S. market with approximately 30 million doses of Fluvirin vaccine, indicated for patients 4 years and older. Fluvirin vaccine contains antigens to the three influenza virus strains for this year's vaccine recommended by the World Health Organization (WHO):

- A/Brisbane/59/2007, IVR-148 (H1N1)
- A/Uruguay/716/2007, NYMC X-175C (H3N2) (an A/Brisbane/10/2007-like virus)
- B/Brisbane/60/2008⁴

"Novartis Vaccines committed early on that we would not let production of a pandemic vaccine get in the way of our ongoing commitment to provide seasonal influenza vaccine for the U.S. market," Oswald said. "We have been able to meet that promise with the

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early delivery of Fluvirin to the U.S. Our next goal will be to bring an (A) H1N1 influenza vaccine for public health use as soon as possible."

About seasonal influenza

Seasonal influenza is a highly communicable, acute viral infection that predominantly attacks the respiratory tract and sometimes the lungs. It can cause mild to severe illness and can lead to death⁵.

The number of people in the U.S. who die every year from the flu is similar to the more than 40,000 people in the U.S. estimated to die from breast cancer every year⁶ and about half of the estimated 70,000 people who die annually of diabetes and its complications⁷. During the 2007-2008 seasonal influenza season, 83 children were reported to have died of influenza-related causes⁸. Of the 63 whose vaccination status was known, 58 (92 percent) were not vaccinated according to recommendations⁹. Final numbers for the 2008-2009 flu season are not yet available.

Influenza vaccination is one of the most effective public health interventions ever implemented, sparing millions of people from complications of the infectious disease. Use of currently available seasonal flu vaccines has been calculated to save more than 8 million lives annually, translating to one person saved every five seconds¹⁰.

ACIP recommends seasonal influenza vaccinations as the principal method of preventing seasonal influenza. The vaccine is recommended for those at greatest risk for serious complications, including:

- Children between 6 months and 18 years of age
- Pregnant women
- People 50 years of age and older
- People of any age with certain chronic health conditions, such as asthma, diabetes or heart disease
- People in nursing homes and other long-term care facilities,
- Household contacts of person at high risk for complications from influenza,
- Household contacts and out-of-home caregivers of children less than 6 months of age
- Healthcare workers¹¹

Important safety information

As is the case with most drugs and vaccines, there is a chance that a serious allergic reaction, serious illness or even death could occur as a result of vaccination with Fluvirin vaccine. The most common side effect of vaccination with Fluvirin influenza virus vaccine is soreness at the injection site. Less common side effects include fever, malaise, myalgia and allergic reactions. Fluvirin vaccine should not be administered to anyone with a history of hypersensitivity to any component of the vaccine, including eggs, egg products or thimerosal. Generally, persons should not be vaccinated during an acute febrile illness. Vaccination should be delayed in persons with an active, unstable neurological disorder, but should be considered when the disorder has been stabilized. The occurrence of any neurological symptoms or signs following administration of any vaccine is a contraindication to further use. Fluvirin vaccine is not indicated for use in children under four years of age. Persons should consult with their healthcare providers if they are pregnant and/or are taking other medications. Fluvirin vaccine may not protect 100% of individuals who are susceptible to influenza. Before administering Fluvirin vaccine, please see full prescribing information.

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vaccines, and regarding potential future revenues from Fluvirin vaccine. You should not place undue reliance on these statements. Such forward-looking statements reflect the current views of management regarding future events, and involve known and unknown risks, uncertainties and other factors that may cause actual results to be materially different from any future results, performance or achievements expressed or implied by such statements. There can be no guarantee that Novartis will achieve any particular production output for its Fluvirin or A(H1N1) vaccines, or indeed that the A(H1N1) vaccine will be approved for sale in any market. Nor can there be any guarantee that Fluvirin vaccine will achieve any particular levels of revenue in the future. In particular, management's expectations could be affected by, among other things, unexpected regulatory actions or delays or government regulation generally; unexpected clinical trial results, including unexpected new clinical data and unexpected additional analysis of existing clinical data; unexpected manufacturing difficulties or delays; the company's ability to obtain or maintain patent or other proprietary intellectual property protection; competition in general; government, industry and general public pricing pressures; the impact that the foregoing factors could have on the values attributed to the Novartis Group's assets and liabilities as recorded in the Group's consolidated balance sheet, and other risks and factors referred to in Novartis AG's current Form 20-F on file with the US Securities and Exchange Commission. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those anticipated, believed, estimated or expected. Novartis is providing the information in this press release as of this date and does not undertake any obligation to update any forward-looking statements contained in this press release as a result of new information, future events or otherwise.

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