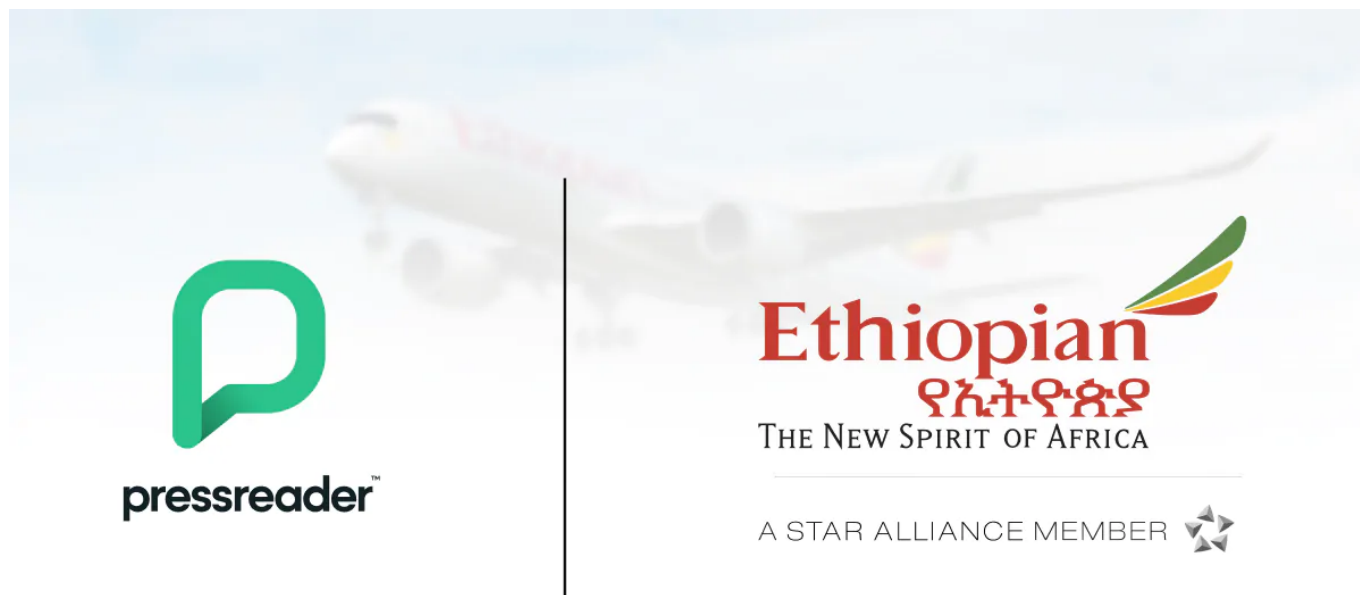


Ethiopian Airlines teams up with PressReader to enhance inflight reading experience



PressReader to provide catalog of 7,000+ publications to Ethiopian Airlines

[PressReader](#) has partnered with [Ethiopian Airlines](#) to provide passengers with complimentary access to thousands of prominent publications before, during and after their journey.

From July 3, Ethiopian Airlines passengers can enjoy PressReader's catalog of more than 7,000 newspapers and magazines, from more than 120 countries, and in 60+ languages, including The Economist, The New York Times (International Edition) and Forbes África Lusófona. Passengers can access PressReader's reading materials on their personal devices in Ethiopian Airlines lounges at Addis Ababa and onboard.

Soon, PressReader's catalog will also be integrated into the airline's mobile app, to provide passengers a more seamless reading experience. Content in the app will be available up to 24 hours before departure, via check-in emails and 24 hours after arrival.

Gibrab Tilahun, Director Inflight Service at Ethiopian Airlines Group, said, "As a customer-centric airline, we continuously expand our in-flight entertainment options to cater to our passengers' needs. We are delighted to partner with PressReader to offer our passengers a catalog of publications that they can enjoy before, during and after their flights. This partnership further enriches our in-flight entertainment category and allows our passengers to stay updated with the news that matters to them while on their flight."

Ethiopian Airlines joins PressReader's growing roster of airline partners, which includes Singapore Airlines, Qatar Airways and Turkish Airlines.

“We are delighted to partner with Ethiopian Airlines, expanding PressReader’s presence in the aviation industry to Africa’s largest aviation group and strengthening our global footprint,” said Hugo Merino Montero, Senior Director of Travel and Leisure at PressReader. “We are honored to deliver our cutting-edge technology, premium content and sustainable solutions to support Ethiopian Airlines in achieving their vision ‘to become the most competitive and leading aviation group in Africa by providing customer-focused passenger transport.’”