

BRITISH AIRWAYS

P. O. Box 1733
Minneapolis, MN 55440-1733

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Clarion Direct
BAB Mailing 7/97
BAB-D-9340(Golf/Ski DM)



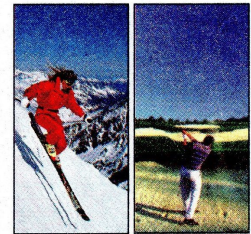
TAKE OFF FOR THE SLOPES OR THE LINKS
NEXT TIME YOU TAKE OFF ON **BRITISH AIRWAYS.**

A SPORTING OFFER FROM BRITISH AIRWAYS.



A SPORTING OFFER FROM
BRITISH AIRWAYS.

Clarion Direct
BAB Mailing 7/97
BAB-D-9340(Golf/Ski DM)



Dear Traveler,

Picture yourself on the fairways of an emerald green golf course or the powdery trails of an exclusive ski resort. British Airways has a special offer to make it all possible.

**YOUR TICKET FOR A ROUND OF GOLF OR A DAY OF SKIING BEGINS
WITH A FLIGHT IN NEW FIRST, CLUB WORLD OR WORLD TRAVELLER.**

Complete a full fare round trip transatlantic journey in British Airways new First, Club WorldSM (business class) or World TravellerSM (economy in "S" class only), between 7/1/97 and 9/30/97. Upon your return, simply fill out the enclosed reply card and make your selection of either golf or ski tickets — four for First, three for Club World and two for World Traveller. We'll forward your tickets within four to six weeks. Then, you'll be ready to tee off at any of 1,700 top-rated courses or take to the slopes at any of 240 world-class ski resorts.

To enjoy this offer, you must be a U. S. member of the British Airways Executive Club®, our frequent traveler program. If you are not already enrolled, please call us at 1-800-955-2748, ext. 3033 and we'll sign you up without delay.

EXPERIENCE A HIGHER LEVEL OF COMFORT AND SERVICE.

Fly British Airways First and experience complete comfort and privacy. Our electronic seat extends into a 6'6" bed within your own private cabin to ensure you get a proper night's sleep. On board, our à la carte meal service gives you the flexibility of eating what you want, when you want.

When you take advantage of British Airways Club World, you'll experience a wide variety of conveniences. Enjoy the unique tilting action of our Club World Cradle SeatSM, which provides extended legroom, fully adjustable headrests and lumbar supports.

World Traveller is equally as accommodating, with complimentary in-flight bar service, a four-course meal with choice of entrée and continuous in-flight entertainment.

MAKE THE MOST OF THIS WIN-WIN OFFER.

To take advantage of this special offer just fill out the enclosed reply card and give us your British Airways Executive Club membership number. We'll send your choice of either golf or ski tickets to you within four to six weeks, along with a list of participating golf courses or ski resorts. Your tickets are accepted at some of the most exciting sport locations such as:

■ GOLF COURSES:

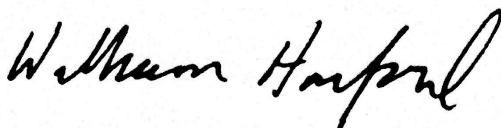
Orange Tree Golf Resort, Scottsdale, Arizona
Four Seasons Aviara, Carlsbad, California
Emerald Dunes, West Palm Beach, Florida
Desert Springs, Palm Desert, California
Cams Hall Estate Golf Course, Nottingham, England

■ SKI RESORTS:

Squaw Valley USA, California
Aspen Mountain, Colorado
Park City, Utah
Killington, Vermont
Jackson Hole, Wyoming

We hope you enjoy your round of golf or day of skiing compliments of British Airways.

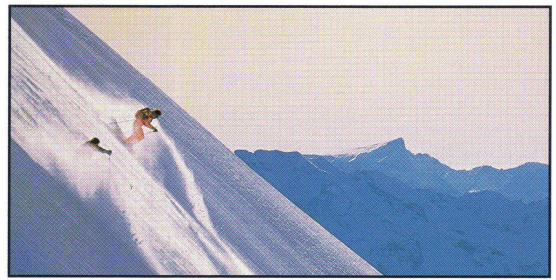
Sincerely,



William Harford
Vice President, Business Travel Marketing

BRITISH AIRWAYS AND THE
UNIVERSAL GOLF™ OR SKI TICKETS.

WE'RE GOOD SPORTS!



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 6874 MINNEAPOLIS, MN

POSTAGE WILL BE PAID BY ADDRESSEE

BRITISH AIRWAYS
PO BOX 1733
MINNEAPOLIS MN 55440-8627



ENJOY A DAY ON THE SLOPES OR A ROUND OF GOLF COMPLIMENTS OF BRITISH AIRWAYS.

To receive your complimentary golf or ski tickets, one full fare round trip transatlantic journey must be completed in new First, Club WorldSM (business class) or World TravellerSM ("S" class) between 7/1/97 and 9/30/97. You also must be a U. S. member of the British Airways Executive Club[®]. Upon returning, complete the information on this card and mail it back to us. After verification of the flights, we'll send your selection of either golf or ski tickets and a list of the participating golf courses or ski resorts to your preferred Executive Club mailing address.

To receive your complimentary golf or ski tickets, just fill out the information below.

Passenger Name _____

Passenger's Executive Club Membership Number

(Please call 1-800-955-2748 ext. 3033 to enroll.)

■ Completed Flight Details:

Flight # to the U.K. _____ Date _____ Flight # from the U.K. _____ Date _____

Class of Travel: First Club World World Traveller

■ Please select the tickets you'd like: Golf Ski

TERMS & CONDITIONS

1. To qualify for this offer, one full fare round trip transatlantic journey must be booked and traveled on British Airways First (F class), Club World (J class), or World Traveller (S or S2 classes only), originating in the U.S. and paid for in U.S. dollars.
2. Either golf tickets or ski tickets will be issued within four (4) to six (6) for each full fare round trip transatlantic journey booked and traveled: four (4) for First, three (3) for Club World, or two (2) for World Traveller (S or S2 class).
3. The golf or ski tickets may be redeemed up to the expiration date indicated on the tickets. Ski tickets issued after March 1, 1997 will expire June 1998. Tickets will not be accepted after these dates and no exceptions can be made.
4. Some golf courses may require more than one ticket. Golf courses that require the use of multiple tickets for a round of golf are unable to accept one ticket as partial payment.
5. To use the Universal Golf Tickets, a telephone reservation must be made to any participating golf course to book a tee time and verify its status and the number of tickets required.
6. Universal Golf and Universal Ski Tickets and services are provided by Corporate Sports Incentives, Inc. (CSI). CSI and its participating golf/ski resorts are independent businesses with no affiliation with British Airways and as such, British Airways assumes no responsibilities for any personal injury, damages to any person or property damage or loss, including illness, death, inconvenience, etc., that occurs as a result of using the Universal Golf/Ski Tickets, whether caused by the conduct of CSI, the ski resort, or golf course, or for any other reason, including CSI's failure to perform its services under this offer.
7. British Airways is not responsible for providing transportation to/from the selected golf courses/ski resorts under this offer.
8. U. S. Executive Club[®] membership is required to qualify for this offer. Full terms and conditions of the Executive Club apply.
9. Universal Golf or Universal Ski Tickets cannot be refunded for cash nor credited in full or in part.
10. All travel must commence on or after 7/1/97 and be completed by 9/30/97.
11. Business reply cards must be postmarked by 10/31/97 in order to qualify for this offer.

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