

**THE WORLD'S FIRST
EDUCATION AIRMILES LOYALTY PROGRAM
REWARDING QATAR AIRWAYS MEMBERS WITH A FUTURE**

**QATAR AIRWAYS
EDUCATION AIRMILES LOYALTY PROMOTIONS**

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“Fly now, go to college – FREE!”

“Fly today for an education tomorrow!”

“Your Child’s flying time and your frequent flyer air miles will be rewarded with a college degree!”

“Thanks to Qatar Airways Education Airmiles, my parents sent me to college collecting air miles from my Dad’s and Mom’s business trips and family vacations.”

“Join Qatar Airways Education Air Miles program and every ticket purchased for a child or designated child will receive an opportunity of a life time – tuition assistance upon graduating from high school!”

“Travellers who are EDUCATION AIRMILES TUITION ASSISTANCE PROGRAM and FREQUENT FLYER members who would like to use their airmiles toward sending their children or designated children to college will be rewarded with a tremendous bonus gift - a university education!”

“Invest in the future, join the world’s only and first Education Airmiles Loyalty Program!”

“Imagine the financial relief customers will have – using flying time to send their children to college. Think of the joy everyone will share knowing that tickets purchased will be rewarded years later with partial or full tuition assistance!”

Example:

Membership enrollment per child – US\$ 50,00

Purchase a First Class ticket and receive US\$ 100 tuition assistance.

Purchase a Business Class ticket and receive US\$ 50 tuition assistance.

Purchase an Economy Class ticket and receive US\$ 25 tuition assistance.

Frequent flyers can also put a portion/all of their bonus miles toward their children's Education Airmiles Tuition Assistance Membership.

Children who graduate from high school and are accepted to a College/University will be entitled to a Tuition Payout.

Children from infant to age 18 are eligible for the Education Airmiles Tuition Assistance Program.

Company benefit:

Every second customer will participate in the Education Airmiles Tuition Assistance Program! The airline company will derive billions of dollars over a long-term investment period. In turn, the program will create an up-swing in profitability!

Take x number of Education Airmiles Tuition Assistance Membership dollars and over a 10 – 20 year investment period, the dividends will be substantial. Also, take into consideration partnerships with Universities, banking institutions and government agencies - the profits will be exceedingly higher.

**REVENUE GROWTH – AN INDUSTRY AND PARTNERSHIP PROGRAM
INNOVATIVE SERVICES LEADING TO DYNAMIC RETURNS**

Major airlines today realize that gaining customer loyalty is not based on style and comfort alone. Safety and security is a priority without any attachments. Today's customer knows the value of a dollar and the importance placed on long-term benefits. When your customer can relax every time he sits in his seat and knows that a part of his journey is meeting the needs of his family, you can be reassured he will be a repeat for future travel. Offering education tuition assistance will set you apart from the competition and earn the company substantial dividends!

EDUCATION AIRMILES TUITION ASSISTANCE PROGRAM has not been offered by any airline, but is highly needed. Soaring tuition costs place a heavy burden on families and many students will not be able to afford a university education. The airline industry is a perfect platform to further education for young people. Given the financial partnerships and relationships the industry has, it will be a novel opportunity to enhance new business development features - the rewards will be highly lucrative and historically significant.

EDUCATION AIRMILES TUITION ASSISTANCE PROGRAM is an innovative business development activity that will be prized as enriching and seen leading edge strategic planning. The future success of your business lies in the ability to maintain customer loyalty and reward them with far reaching options. It would be to your advantage and the company to take this opportunity and fly into the future with visionary success.

The diverse options that follow implementation of the program will establish rewarding financial gains – for example, through membership enrollment fees, special fares for program participants, frequent flyers, sponsorships, sales/marketing, advertising, increased stock value, etc.

The timing and positioning of the new “Qatar Airways Education Airmiles Loyalty Program” could not be more opportune. Resurging company profits, education and family finances are high on individual and company strategy planning issues. Joint co-operations with educational institutions, banks, investors domestically and internationally would take-up your offer to be part of a profitable endeavor and an innovative member’s loyalty promotion.

PROPOSAL OFFER

Offer Qatar Airways exclusive rights.

Also, I would accept an opportunity to assist Qatar Airways Marketing and Loyalty / Promotions Department in a specific capacity to support the development of the program.

David Gwodzik, Ed.M.

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EDUCATION AIRMILES TUITION ASSISTANCE PROGRAM

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DATE: November 10, 2005

SUBJECT:

**QATAR AIRWAYS
EDUCATION AIRMILES
LOYALTY PROGRAM**

EXCLUSIVE PROPOSAL FOR QATAR AIRWAYS

Dear Sheikh Hamad Bin Khalifa Al Thani,

With great respect and admiration for the achievements and developments you have gained in establishing Qatar Airways, I congratulate you.

Qatar Airways is in the truest sense a pioneer and visionary. Qatar Airways objectives were interwoven in humanitarian enterprise and education. Understanding what education means to a nation and to the individual aspirations of every parent and student, can be further addressed in the

**Sheikh Hamad Bin Khalifa Al Thani
Qatar Airways Education Airmiles Loyalty Program**

University tuition today is costly and many parents and students are hindered in advancing their educational goals because they cannot afford it.

The Qatar Airways Education Airmiles Loyalty Promotion program would be the first loyalty program of its kind in the world. No other loyalty program has ever offered education airmiles tuition assistance to its loyal customers! Awarding loyal travellers airmiles toward their children's education is a noble involvement and one that praises the innovation and insight of Sheikh Hamad Bin Khalifa Al Thani. It is only fitting that his name be addressed to the Airmiles for Education loyalty program.

I submit my innovative concept / proposal for your full exclusivity.

**Sheikh Hamad Bin Khalifa Al Thani
Qatar Airways Education Air Miles
Tuition Assistance Planning for Loyal Members**

Education Air Miles Tuition Assistance will become an industry bench mark in securing opportunities for young people in achieving higher education. No other airline network in the industry has a program of this nature.

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I would like to present Qatar Airways my innovative concept in exchange for what you may deem fit as a reward for my family. In the spirit of Ramadan, we thank God for blessing our families and nurturing them on their journey. As a humble servant, I try to improve human lives through innovative planning.

Additionally, I am an expert in revenue stream delivery leading to evaluation, integration and strategies for new innovations.

The Qatar Airways group will gain immense revenue positioning and customer loyalty with the air miles for education tuition program. Each of us are aware of the costs involved in sending our children on to higher education. Qatar Airways global network will build even greater status should it elect to address the rising costs of education and frequent flyer programs.

In closing, I look forward to your reply with great anticipation. Qatar Airways Education Air Miles Loyalty Program for tuition assistance is an innovative business solution that will increase dividends significantly.

Sincerely,

David Gwodzik, Ed.M.

**Innovative Networking for Future Growth
Begins with an Education**

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