



4 Star Airline



Best Airline in Africa for 6 Years in a Row



Best Business and Economy Class
Airline in Africa for 5 Years in a Row



Best Business Class Onboard Catering
in Africa for 2 Years in a Row



Cleanest Airline in Africa

Ethiopian Airlines Launches Affiliate Marketing Program with CJ Affiliate Marketing Company

Addis Ababa, September 7, 2023

Ethiopian Airlines Group, Africa's leading airline, renowned for its exceptional services and global connectivity, is pleased to announce its partnership with CJ Affiliate Marketing Company, a performance-based marketing channel. This collaboration opens exciting opportunities for affiliates to collaborate with [Ethiopian Airlines](#) while earning competitive commissions.

Appreciating the launch of the partnership, [Ethiopian Airlines](#) Group Integrated Marketing Communications and Digital Sales Director, Mr. Nigusu Worku said, "We are excited for the partnership we have established with CJ Affiliate Marketing Company. As a globally competitive airline, launching an affiliate marketing with CJ is something of a high value to our digital sales. We are determined to always be a step closer to our customers, the launch of this new program with CJ helps us establish that and reach an even diverse set of audiences. As part of our strategic expansion plan, we are committed to partner with leading global publishers and reach new heights."

Regarding the launch of the program Dan Staples, VP Client Development of CJ Affiliate Marketing Company said, "We're excited to join forces with Ethiopian Airlines, a true industry titan. Our combined expertise, CJ technology, and services will ensure that more travelers have access to an unrivalled range of destinations, services, and benefits when booking their next holiday."

PRESS RELEASE



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The new affiliate program is designed to leverage the influence and reach of publishers, enabling them to promote [Ethiopian Airlines'](#) products as well as services and generate bookings through their digital platforms. Ethiopian Airlines has chosen to partner with CJ Affiliate Marketing Company to ensure seamless management and optimal benefits for all participants.

By inviting publishers to join the affiliate program, the airline aims to tap into their diverse audiences, expand its digital footprint, and create a network of trusted ambassadors who will help spread the word about its world-class services and products. Publishers interested in joining the Ethiopian Airlines affiliate program can sign up through <https://signup.cj.com/member/signup/publisher/?cid=5240791>. Upon approval, affiliates will gain access to a range of promotional materials, exclusive offers, and robust reports to monitor their performance and commissions.

Ethiopian Airlines encourages publishers to take advantage of this exciting opportunity to collaborate with one of Africa's leading airlines and earn competitive commissions while promoting seamless travel experiences across its vast network of destinations.

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About Ethiopian

[Ethiopian Airlines Group \(Ethiopian\)](#) is the fastest-growing airlines brand globally and the continent's largest airline brand. In its seventy-seven years of successful operations, Ethiopian, the fastest growing airline, has become one of the continent's leading carriers, unrivalled in efficiency and operational success. In addition to its main hub in Addis Ababa, Ethiopia, it is also pursuing its multi-hub strategy through a hub in Lomé, Togo with ASKY, in Lilongwe, Malawi with Malawi Airlines and in Lusaka, Zambia with Zambia Airways. Ethiopian commands the lion's share of the African passenger and cargo network operating the youngest and most modern fleet to more than [150 domestic and international](#) passenger and cargo destinations across five continents. Ethiopian's fleet category consists of ultra-modern and environmentally friendly aircraft such as [Boeing 737s, 777s, 787s, Airbus A350-900](#) and [Bombardier Dash 8-400](#) double cabin with an average fleet age of seven years. In fact, Ethiopian is the first airline in Africa to own and operate most of these aircraft.

Having achieved its strategic plan (Vision 2025) ahead of time, Ethiopian is currently implementing a 15-year strategic plan called Vision 2035 that will see it become one of the top 20 most competitive and leading aviation groups in the world by providing safe, secured, market driven and customer focused Passenger and Cargo Transport and Logistics, Aviation Training, Airport Management and Ground Services, MRO and Aerospace Manufacturing and Travel and Tourism Services. As a multi-award-winning airline, Ethiopian has been the champion in various coveted awards including Skytrax's 'Best Airline in Africa Award' for six consecutive years among others. The airline has been a Star Alliance member since 2011 and has been registering more than threefold growth in the past 10 years.

For more at: www.ethiopianairlines.com

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Social Media

Facebook: <https://www.facebook.com/EthiopianAirlines.official>

Twitter: <https://twitter.com/flyethiopian>

Instagram: <https://www.instagram.com/fly.ethiopian/>

YouTube: <https://www.youtube.com/channel/UCCV26xfT57LiOgrZM45ouCg/featured>

LinkedIn: <https://www.linkedin.com/company/ethiopian-airlines/>

Telegram: https://t.me/ethiopian_airlines