



For Immediate Release

August 8, 2005

**United Airlines and Dah Sing Bank Launch
Dah Sing Mileage Plus MasterCard**

Card members enjoy a faster way to earn free travel*

Hong Kong, August 8, 2005 - United Airlines and Dah Sing Bank today announced the launch of the brand new Dah Sing Mileage Plus MasterCard. The new card boasts an array of exceptional benefits and offers a faster way to earn miles towards free* travel for United Mileage Plus members.

New card members can choose between the Dah Sing Mileage Plus Gold or Dah Sing Mileage Plus Platinum MasterCard and on acceptance be eligible for bonus miles as well as other privileges.

- **Up to 7,500 enrollment bonus miles:** From now until December 31, 2005, successful applicants will be rewarded with up to 7,500 enrollment bonus miles.
- **Double miles for retail transactions:** During the promotional period between now and December 31, 2005, for every retail transaction of HK\$8, card members can earn 2 miles instead of 1 mile as in the basic redemption scheme.
- **Earn miles through online flight ticket booking:** Card members who purchase United tickets at the United website (www.unitedairlines.com.hk) with the Dah Sing Mileage Plus MasterCard earn up to 4,000 bonus miles.
- **No annual fee for the first year:** As a special introductory offer, the annual card fees will be waived for the first year.
- **Priority check-in for Dah Sing Mileage Plus Platinum MasterCard:** Platinum card members can enjoy priority check-in service on United services at The Hong Kong International Airport.



Mr. Mark Russell, Managing Director, Pacific South of United Airlines, said: “We are delighted to be launching the brand new Dah Sing Mileage Plus MasterCard. The new card will provide an excellent opportunity for Mileage Plus members to earn miles faster and easier than ever before.”

“Mileage Plus has been named the number one frequent flyer program by readers of Business Traveler U.S. Magazine for nine consecutive years. Members enjoy a series of exclusive benefits and privileges. We are delighted to be collaborating with Dah Sing Bank to launch this new card and offer another way for our members to earn miles on top of flying.” Mr. Russell added.

Mr. David S. Y. Wong, Chairman of Dah Sing Bank, said: “Dah Sing is committed to lining up key strategic partners to develop a range of products for different market segments. The Dah Sing Mileage Plus MasterCard represents an excellent platform for Dah Sing Bank to increase penetration into the local credit card market. Our objective is to provide many value-added rewards for Card members in the months ahead. This will ensure that the allegiance and affinity of the Cardmembers to United Airlines and Mileage Plus can be further enhanced.”

To apply for the Dah Sing Mileage Plus MasterCard, you can call the hotline 2828 4288 or visit www.dahsing.com.

Enrolment forms are also available from the United’s ticketing office in Central, and United’s check-in counters and lounge at the airport or at any of the Dah Sing Bank Branches.

** Subject to certain restrictions. Tickets are “free” except all applicable taxes, fees and/or surcharges and mileage required for travel redemption.*

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About United Mileage Plus

United Mileage Plus, with over 45 million enrolled members, has been voted the best frequent flyer program by readers of *Business Traveler U.S. Magazine* for the past nine years (1996-2004) and by *Travel Savvy* (2004). Members earn miles by flying on United, Ted, United Express or Star Alliance airlines, or by purchasing products or services through its comprehensive network of over 100 participating Mileage Plus partners at over 10,000 locations worldwide.

Mileage Plus also offers one of the most extensive selections of award travel destinations, including over 700 locations in more than 130 countries. Participation in the Mileage Plus Program, its offers and benefits are subject to terms and conditions. For more information, a complete list of Mileage Plus partners, or to enroll, visit united.com.

About United

United Airlines (OTCBB: UALAQ.OB) is the world's second largest airline** and operates more than 3,400 flights a day on United, United Express and Ted to more than 210 U.S. domestic and international destinations from its hubs in Los Angeles, San Francisco, Denver, Chicago and Washington, D.C. With key global air rights in the Asia-Pacific region, Europe and Latin America, United is one of the largest international carriers based in the United States. United is also a founding member of Star Alliance, which provides connections for our customers to nearly 800 destinations in 139 countries worldwide. United's 58,500 employees reside in every U.S. state and in many countries around the world.

In Hong Kong, United operates daily non-stop flights to five destinations - Chicago, San Francisco, Tokyo, Singapore and Ho Chi Minh City, and connects to the U.S. In total, United operates 38 flights out of Hong Kong per week.

News releases and other information about United can be found at the company's Web site at www.unitedairlines.com.hk

** Measured by revenue passenger miles as reported to the U.S. Department of Transportation for 12 months ending September 2004, the most recent comparison data available.



About Dah Sing Bank and Dah Sing Banking Group

Dah Sing Banking Group Limited (DSBG) is a company listed on the Stock Exchange of Hong Kong and has two Hong Kong banking subsidiaries (Dah Sing Bank and MEVAS Bank), and a securities trading company, as well as an offshore joint venture private banking business with SG Hambros Bank. Dah Sing Bank has gained its reputation as one of the most progressive and innovative banking services providers in Hong Kong. Some of its notable achievements include the rapid growth of its credit card business to become one of the leading credit card issuers in Hong Kong, its innovation as the first bank by over a year to launch the highly popular Octopus automatic add-value service, and its pioneering expansion in bancassurance in the local market. In 2004, Dah Sing Bank was awarded "Superbrand" status in Hong Kong.