

New Year rewards for Malaysia Airlines' Enrich members

Malaysia Airlines loyalty recognition program, Enrich, unveiled recognition program Enrich, valid until 31 January 2006.

For the Enrich Express program, members who have insufficient miles to redeem or upgrade an award can purchase the required balance miles at a top up fee. Members must have at least 70% of the required miles and the remaining can be purchased in blocks of 1,000 miles.

According to YM Raja Nordiana Zainal Shah, Assistant General Manager Marketing Support, Malaysia Airlines, the promotion is a departure from the norm because the flights have been opened up for member rewards during the peak of travel season, when the skies are congested with year-end travel all around the world. Enrich offers member benefits at over 7,400 partner locations worldwide with 51 Enrich partners.