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## Oman Air's Sindbad FFP Tie-Ups With TSC Sultan Center LLC

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Oman Air takes its Sindbad Frequent Flyer Programme even further by adding TSC Sultan Center LLC, a leading retail chain in Oman and across the Middle East with its presence in Kuwait, Jordan and Lebanon. Oman Air and TSC Sultan Center LLC were pleased to announce the partnership between Sindbad Frequent Flyer Programme and TSC Rewards Program.



This partnership gives Sindbad members the additional option to earn valuable Sindbad miles for free travel and upgrades as they shop for their daily provisions. Mr. Mohammed Mubarak Al Shikely, Oman Air's Senior Manager Marketing said: "We constantly strive and look for new opportunities for our Sindbad members to earn miles. With the addition of TSC to our partners list, our members will not only have a pleasing shopping experience with a prestigious retail shopping chain but will also earn significant Sindbad miles for award redemption." Sindbad members can enroll in the TSC Rewards Program by visiting any TSC store. Thereafter members will earn a TSC Rewards point for every Riyal spent in any TSC store. 100 TSC Rewards points can then simply be converted to 100 Sindbad miles. Free travel is now simply a shopping spree away.

Existing TSC Rewards program members can enroll in the Sindbad Frequent Flyer Programme by logging on to [www.omanair.aero](http://www.omanair.aero) or by completing an application form, which is also available at any TSC store.

TSC operates 11 major retail outlets in Kuwait. It also operates successful retail stores and restaurants in Jordan. With the acquisition of Safeway Jordan in 2003 and the expansion with additional stores in Lebanon, TSC has added even more stores to its operations outside Kuwait. Sindbad members can look forward to more exciting earning opportunities with every partner that Oman Air adds to its increasing partnership base.

Corporate Communications And Media of Oman Air informed that TSC opened its first full-service store 'TSC Sultan Center' in Muscat, Oman in 1999. The center also features an in-store restaurant, Jeans Grill that serves a wide variety of cuisine from local dishes to international favourites. Two other stores, 'TSC Wholesale Centre' at Al-Khoud and at Al-Amerat offer a complete range of supermarket items, perishables, and general merchandise. They also notified that TSC is a joint-stock company listed in Kuwait Stock Exchange for more than 12 years, furthermore has 30 years experience in retail business. Sultan Centre has 47 stores in Kuwait, Oman and Jordan, and with their new acquisition in Lebanon recently, the number of its stores will reach 53. With retail as its primary focus, TSC is Kuwait's largest independent retailer and a leading supplier of supermarket items, perishables, and general merchandise in the Middle East, CC&M of Oman Air notified in conclusion.

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