

■ **Always up to date with Hapag-Lloyd – Subscribe to our Newsfeed**

August 19, 2010

Dear Customer,

If you like to be constantly informed about the latest news in an easy to read fashion, whether at your PC/workstation, or with your mobile device whilst travelling, our free RSS Newsfeed offering may be just the right solution for you.

Hapag-Lloyd offers following Newsfeeds for subscription:

- **New & Enhanced Services**  
[http://www.hapag-loyd.com/feeds/en/news/new\\_enhanced\\_services.rss](http://www.hapag-loyd.com/feeds/en/news/new_enhanced_services.rss)
- **Rate Amendments**  
[http://www.hapag-loyd.com/feeds/en/news/rate\\_amendments.rss](http://www.hapag-loyd.com/feeds/en/news/rate_amendments.rss)
- **Surcharge Amendments**  
[http://www.hapag-loyd.com/feeds/en/news/surcharge\\_amendments.rss](http://www.hapag-loyd.com/feeds/en/news/surcharge_amendments.rss)
- **Regulations**  
<http://www.hapag-loyd.com/feeds/en/news/regulations.rss>
- **General**  
[http://www.hapag-loyd.com/feeds/en/news/general\\_announcements.rss](http://www.hapag-loyd.com/feeds/en/news/general_announcements.rss)

What does RSS Newsfeed mean?

RSS stands for **R**eally **S**imple **S**yndication which is a web standard for Newsfeeds and delivers News published on a website by means of a separate channel without having to access the website directly.

These RSS Newsfeeds therefore provide an alternative illustration to News contained in websites and offer the advantage of individual customisation and easier reading.

Each RSS Newsfeed has a unique Web address (URL) which needs to be configured in the newsreader programme already installed or intended for your PC/mobile device.

By means of these special newsreader programs you can simultaneously track several RSS Feeds sourced from different providers. Accordingly, any new message will be frequently updated and automatically appear on your PC screen or mobile device immediately on publication.

## Your main benefits with Newsfeeds:

- Can be individually customised to your specific needs and mixed with other RSS feeds from different websites
- Offers independence from frequently visiting our website for updates
- Supports sorting by date and title as well as filtering by keywords
- Works flexibly with PC Browsers, webservice and mobile devices
- Can be viewed as a personalised start page
- Works as a “push solution” to actively supply you with tailored information updates
- Provides customised easy reading and saves time

## How to subscribe a Newsfeed?

To subscribe to our Newsfeed, please copy the internet address of your preferred HL News (see 5 options as shown on previous page) into the setup screen of your preferred RSS newsreader. Please note that each News page requires an individual RSS Feed.

An overview of RSS newsreader programmes is accessible via our FAQ “How to read an RSS feed” which you will find on our website as follows :

[http://www.hapag-lloyd.com/en/news/rss\\_feeds.html](http://www.hapag-lloyd.com/en/news/rss_feeds.html)

Did we catch your attention? Would you like to try the benefits of RSS newsfeeds?

Please find [more information about newsfeeds](#) on our website. For further assistance please contact your systems technical support or IT Administrator for local PC/workstations or mobile devices used by your company.

Kind regards,

Hapag-Lloyd AG