

Official Press Release

On 9 February, 2015 at 12 noon, a press conference will be held in the splendid setting of the city of Naples at the Mediterraneo Hotel to announce the imminent introduction of new, direct service by El Al Israel Airlines between Naples and Tel Aviv.

The first direct El Al flight is scheduled to depart from Naples Capodichino on 30 March, 2015. Sun D'Or Airlines, operated by El Al, will operate the new weekly flights from Tel Aviv to Naples and vice versa with state-of-the-art Boeing 737/800 aircraft with arrivals from Tel Aviv and departures from Naples on Mondays and Fridays.

The flight, which takes 3 hours and 25 minutes, will depart from Tel Aviv at 8.00 a.m. local time, and arrive in Naples at 10.25, local time. The return flight, which takes 3 hours and 15 minutes, is scheduled to depart from Capodichino at 11.30 a.m., local time, and arrive in Tel Aviv at 3.45 p.m., local time.

The configuration of the aircraft, which has no business class on this route, is 185 seats in economy class.

Members of the El Al Globaly fidelity programme will be eligible to accumulate points.

Sun D'Or, with head offices located at the Ben Gurion Airport in Israel, is entirely owned by El Al Israel Airlines. Established 1 October, 1977 as a subsidiary of El Al under the name of El Al Charter Services Ltd., the company was renamed Sun D'Or International Airlines in 1981. The name Sun D'Or is a composite of the English word "sun" and the French "d'or", gold, thus golden sun.

Sun D'Or and El Al are pleased to announce the launching of new destinations in Europe. As of late March, in addition to Naples, service to Nice and Lisbon will also be operating on a twice-weekly basis. The new routes have been carefully selected on the basis of demand on the Israeli market and as well as that of local markets.

Over the past years, there has been a marked, increasing demand on the part of individuals and leisure and pilgrimage tour operators from both the Naples market as well as that of the surrounding areas. This growing interest has led to the launch of direct service between Naples and the Ben Gurion Airport. El Al and Sun d'Or management have no doubt that the entire Campania Region will benefit from this new route and that Israel is prepared to welcome the numerous visitors from the city of Naples and the Campania Region.

Tickets may be purchased through the GDS (global distribution systems).

Regarding the new, El Al-operated, scheduled, direct service between Naples and Tel Aviv, Armando Brunini – CEO of Gesac Spa – the Naples airport management company declared: *“This is the first time that the Israeli airline El Al has operated from Naples airport with direct service. Their decision only serves to confirm the appeal of our territory and reinforces the positive trend in international traffic. Tel Aviv represents “an enticing” addition to our extensive network of international routes”.*