

PRESS RELEASE

FLYBABOO INAUGURATES NEW DIRECT SERVICE BETWEEN NAPLES AND GENEVA AND, THANKS TO THE NEW FLIGHT, THE CAMPANIA REGION'S FIRST OFFER OF *FLY & CRUISE*

Naples, 1 March, 2007 – Today, in conjunction with Naples Airport, Flybaboo, the Swiss airline, presented direct service between Naples and Geneva. As of 25 March, daily service between the Campania Region capital and the prestigious Swiss city will be operated by Flybaboo. Thereby making Naples the fourth Italian city after Venice, Florence and Olbia to have Flybaboo service to and from Geneva.

In addition to **Julian Cook**, founder of the Swiss airline, **Francois Longchamp** State Councillor of Geneva Canton and Chairman of the Board of Geneva Airport, **Jean Pierre Jobin**, Chairman of the Geneva Tourism Board, **Domenico Pellegrino** MSC Cruises General Manager, **Marco Consalvo**, General Manager of Gesac – the Naples airport management company – and the Campania Regional Transportation Councilman **Ennio Cascetta** also participated in the presentation of the new flight.

Timetable:	Departure	Arrival
Geneva-Naples	12:30	14:35
Naples - Geneva	15:15	17:20

Geneva is known as one of Europe's most fascinating cities: Headquarters of the United Nations, famous for the "**Jet d'eau**" the world's highest spouting fountain and world capital of watches and banks, **year after year, the Swiss city remains an art and cultural capital and is home to 25 international organisations, nearly 180 NGOs and 150 missions**. Geneva is a fulcrum of business and pleasure as well as **one of the world's premier congress and conference centres**.

«*There is a real demand along these lines on the part of tourists as well as persons who want to visit family members and friends, and we are pleased to be the first airline to propose a solution. Our timetable is very practical and we trust in the potential of this service*», commented **Julian Cook, CEO and founder of Flybaboo**. He also added «*We also hope to contribute in stimulating Swiss tourism in the Campania Region*».

A 72-seat Aerospace Bombardier Dash8-Q400 turboprop will be used for the new route. Ticket prices start as low as 58 euro taxes included.

Passengers travelling between Naples and Geneva can take advantage of airline's various offers valid for all its destinations. *Baboo Escape* are "à la carte", tailored packages which include hotels, airline tickets and other services such as relaxing breaks at thermal spas or museum visits. Flybaboo also offers various subscription formulas including *Baboo Abos*, which guarantees the necessary reservation flexibility for regular clients.

“We are very satisfied with the new service for Geneva. In addition to completing the offer of direct flights from Naples Airport to Switzerland, a strategic market with significant incoming potential towards our region, this new route will allow for a 35% increase in the number of passengers to and from Switzerland. The new offer, aimed at tourism, business and especially ethnic traffic, is part of a development plan for international destinations which, for 2007, will include 35 scheduled routes with the most important cities in Europe and over 50 charter flights,” declared **Marco Consalvo General Manager of Gesac SpA – the Naples International Airport management company.**

The inauguration of the Geneva-Naples route is part of a large scale plan of co-operation between Flybaboo and MSC Cruises. Thanks to the new flights, Swiss cruise passengers can have “direct access” to a number of cruises by the Italian MSC shipping company departing from Naples, **thus, offering an integrated offer *Fly and Cruise* for the first time in Campania.** Service between Geneva and Naples will allow MCS cruise passengers to arrive in and depart from the Campania capital in conjunction with the weekly cruises. The availability of daily flights will also encourage development and commercialisation of a **“*Stay&Cruise*” formula** in which passengers will be able to stay in Naples before or after their cruises. This co-operation plan, which is a full growth phase, will allow each company to complete its offer to customers and currently a more wide-ranging long-term partnership in under study.

*“For MSC Cruises, the agreement with Flybaboo is yet another step towards a profitable partnership with airlines - declared **Domenico Pellegrino Managing Director of MCS Cruises** – within the context of 360° attention dedicated to our guests. The success of our campaign starts in Naples, here is where MSC Cruises began and where the exponential growth of our activities the world over has developed. Thus, for us the need to promote the extraordinary resources of this region is like a mission. Thanks to the synergy created with the local institutions and tour operators, US and Russian airlines, today with Flybaboo we are able to bring our guests to the most beautiful, sought after destinations in Campania. Thanks to Flybaboo and MSC Cruises, Naples will, once again, be the protagonist of world tourism.”*

*“Enhancement of Campania-bound flights is an evident signal of the appeal of Campania area vacation spots for foreign tourists – declared **Marco Di Lello Regional Councilman for Tourism** – thus there is another instrument available to facilitate the choice of Naples and Campania in order to visits the marvellous sea locations or areas of landscape or artistic interest. An outstanding offer which, over the past years, has become richer and more varied, so much so that in 2007, various tour operators have planned a series of tourist packages around these events aimed at national and international markets”.*

*“The offer of international flights from Capodichino continues to grow in number and selection of destinations– declared **Regional Transportation Councilman, Ennio Cascetta,**– this new, direct service to Geneva is very important for both business clients, owing to the importance of Geneva in the world economy, as well as for tourism, especially in light of the newly established synergy with the MSC Cruise Group, an agreement which is in line with the regional integration strategies*

promoting the integration of various means of transportation. The arrival of yet another airline in this city serves to confirm the success of the strategy of European air traffic network centrality implemented by this airport which, by next summer, will be offering a total of 35 direct international flights operated by 28 airlines”.

The enhancement of flights is part of a growth strategy developed by the airline for the year 2007. As of 25 March, Flybaboo will also link *Geneva and Marseille* and enhance the number of flights to Valencia (Spain) and beginning 21 June, Flybaboo will also introduce a Geneva-Biarritz route thus bringing the number of routes operated by the company to 12. Seasonal flights for Olbia will begin 20 June and continue for three months with three flights a week: Wednesday, Friday and Sunday.

Note alla redazione

Flybaboo

Flybaboo is a Geneva-based Swiss airline. Created in 2003 by **Julian Cook**, the company currently provides service from Geneva to nine destinations: *Lugano, Nice, Prague, Venice, Florence, Valencia, St. Tropez, Ibiza and Olbia*. Those who travel with Flybaboo are far more than mere passengers, they are customers who are provided special attention by airline personnel from flight reservations to disembarking from the aircraft at destination complete with attentive service on board. The airline, which is aiming to capture both business and leisure travellers, proposes a range of products and services in response to varied demands. A 74-seat, Aerospace Bombardier Dash8-Q400 turboprop, was delivered at the beginning of February. In August, a second Dash8-Q400 is scheduled to arrive and an option has been placed for four additional aircraft. Furthermore, as of April 2008, Flybaboo be receiving five, 100-seat, Embraer E190s. An option has also been place on five other aircraft of this kind. The airline offers tailor packages including accommodations, tickets and other selected services, such as various subscription formulas offering reservation flexibility for regular customers. The company also provides charter flights, upon request. For further information, please go to: www.flybaboo.com.

Gesac – Naples Airport management company

Gesac SpA is the Naples International Airport management company and, as a BAA-held company, is part of the world's largest airport management group. In March 2003, GE.S.A.C. was conferred total management of the Naples International Airport with a forty-year license until 2043. The primary duties of the management company include maintenance and development of airport infrastructure, planning, co-ordination and development of commercial activities, *airport security, customer service*, quality, safety and environmental protection. The network of direct flights from Naples International Airport has significantly increased in the past few years: In 2007, there will be **35 international scheduled destination, 15 domestic destinations and over 50 charter flights with service provided by 28 airlines which operate to and from Naples**. Per maggiori informazioni visitare il nuovo portale www.aeroportodinapoli.it.

MSC Cruises

MSC Cruises has a fleet of eight ships: **MSC Musica**, the current flagship, **MSC Sinfonia**, **MSC Opera**, **MSC Armonia**, **MSC Lirica**, **MSC Melody** and **MSC Rhapsody** offers itineraries all year long in the Mediterranean, Northern Europe, the Atlantic Ocean, the Carabean, South America the Indian Ocean and South Africa. The MSC Cruise fleet will number 11 ships by 2009: on 14 May 2007, the **MSC Orchestra** will be launched at Civitavecchia and in Spring of 2008, the **MSC Poesia**, the third ship of the “Musica” class is scheduled for delivery. In Autumn of 2008 and Spring of 2009 the **MSC Fantasia** and the **MSC Serenata**, the two largest ships ever built for a European shipping company, will respectively be launched. MSC Cruises is a leader in sponsoring Shosholozza and Alinghi in the 32nd America's Cup which will be held in Valencia in June 2007. For further information www.msccrociere.it.