



## **AIR ITALY, THE "ITALIAN LOW COST AIRLINE" FROM NAPLES TO VERONA AND EUROPE**

### **TODAY THE DEBUT OF THE AIRLINE'S FIRST NATIONAL FLIGHT: SELECTED DESTINATION - NAPLES**

*Naples, 17 September 2007* – Today, the Italian airline, Air Italy, will inaugurate its low cost Naples-Verona flight. Scheduling of the flight was attentively studied in order to connect Naples - *via Verona* - with Madrid, Berlin and Warsaw. The fares are extremely convenient and start from 35 Euro for domestic flights, 66 Euro for Berlin and Madrid and 68 Euro for Warsaw. All fares are inclusive of airport taxes and supplements.

The **Naples - Verona flight marks the debut of Air Italy on the domestic flight scene** and follows that of June which inaugurated the company's launch into the European market with flights to seven European capitals. **This flight was established for both business passengers and leisure travel.**

The 9:10 morning flight will operate from Monday to Saturday, while the 8:15 p.m. flight will operate from Monday to Friday. In order to facilitate the week-end passenger flows, particularly those vacationers travelling for winter-sports purposes, the evening flight on Sundays has been scheduled for a later departure (8:45 p.m.).

**Scheduling has been set up** so that passengers can also easily reach **Berlin, Madrid and Warsaw** – after a brief stop-over which does not involve unloading of baggage. The flights are operative Monday and Friday for Berlin, Monday, Wednesday and Friday for Madrid, and Tuesday, Thursday and Saturday for Warsaw.

**Captain Giuseppe Gentile, President of the airline, declared:** *"After having debuted on the European low-cost scene, Air Italy had decided to expand its offer with domestic service as well. Following a detailed analysis of the market, our decision centred on Naples because studies of the catchment areas around the Naples and Verona airports reveal a need for an increase in supply. This is also true for our connections to Europe, especially the new markets in Eastern Europe, where our analysis highlighted a demand which is in continuous growth and a need for an increasing number of suppliers to provide flexible, reliable service. For now, we have begun with Berlin, Madrid and Warsaw, but nothing excludes the possibility of further development towards other destinations, such as Sofia which is not well serviced by other airlines".*

*"We are counting on producing fine results on a short-term basis. We believe we have two factors to our advantage: service quality and careful pricing policies. We believe these elements are fundamental in ensuring the attainment of one of the objectives in the company's development plan which envisions "made in Italy" service playing a leading role in providing service in European and Italian skies. **concluded Gentile.***

**Marco Consalvo, Gesac Spa General Manager:** *"We can only express enormous satisfaction for Air Italy's decision to select Naples as the destination for its first domestic flight. The two daily Naples-Verona flights, are well scheduled with excellent fares, represent a solution for both business and leisure passengers*

*on a route which is in strong demand. Last year, flights between Naples and Verona transported 156,000 passengers with a 28% increase over the figures for 2005 and this new connection will contribute to expanding the offer and therefore certainly further increase passenger traffic between these two important Italian cities. "Furthermore - **added Consalvo** – the interesting "connections" via Verona for European destinations such as Berlin and Madrid, which already have service from Naples, and Warsaw, for which there is not direct service from Naples, are the value added factor. These new connections, once again, re-enforce the international vocation of Naples International Airport."*

**AIR ITALY** – Established in 2005 by Captain Giuseppe Gentile, Air Italy is a young, yet solid, company which began operations as a charter airline operating on international and long distance routes. Thanks to the reliability of the services provided and well established safety and security standards, in only a brief amount of time Air Italy has managed to become one of the most important suppliers for Italian tour operators. In 2006, the company transported 400,000 passengers for a turnover of **54 million Euro** (based upon financial statements as of October 2006, the company was making profits). In autumn 2006, the "Sinergia con imprenditor" Fund, managed by Synergo which is owned by Gianfilippo Cuneo, became a shareholder and holds a 40% quota.

For information and reservations: [www.airitaly.it](http://www.airitaly.it)

**GESAC Spa** - Gesac Spa is the airport management company for Naples International Airport and, by virtue of its status as a BAA-controlled company, is part of the world's largest airport management group. In March 2003, GE.S.A.C. assumed total management of the Naples International Airport with a forty-year license which will be in effect until 2043. The most important responsibilities of the management company involve the maintenance and development of airport infrastructure, planning, co-ordination and development of commercial activities, *airport security*, customer service, quality, safety and security and safeguarding of the environment. Over the past years, the airport's network of direct flights has significantly increased and now boasts 37 international, scheduled flight destinations, 14 domestic destinations and over 50 charter flight destinations provided by a total of 27 airlines providing service to and from Naples in 2007.

For further information, visit the airport website: [www.aeropotodnapoli.it](http://www.aeropotodnapoli.it).