

Press Release

21 June 2006

## easyJet celebrates 9 million passengers transported in Italy

***Naples Airport –to be awarded passenger number 9 million in departure on easyJet flight to Milan Malpensa***

easyJet, the European leader, low-cost airline, and the Naples Airport are celebrating an important achievement for the English company: **9 million passengers transported since 1998**, since the low-cost company began operating on Italian territory.

To mark this important event, lucky **passenger number 9 million** in departure today **on the easy-Jet Naples-Milan flight**, will be awarded **four complimentary easyJet round-trip tickets for any of the destinations served by the company from Naples (Milan Malpensa, London, Berlin, Paris and Basel)**.

*"Having reached the quota of 9 million passengers transported from Italy- declared **Giovanna Picciano, easyJet marketing manager for the Italian market** – is a significant achievement in consideration of the fact that only in the last fiscal year, we have recorded growth of 80% in Italy and forecasts for the current fiscal year call for a capacity increase of over 60% also thanks to the opening of the first Italian base at Malpensa.*

*Since 1998, when Go – the low-cost airline founded by British Airways and subsequently acquired by easyJet – inaugurated the two Milan Malpensa/London Stansted and Rome Ciampino/London Stansted routes, we are now operating 39 flights in departure from 22 of the most important and comfortable airports in Italy.*

*I'm very happy that this important milestone was reached in Naples. We began to fly from the Campania capital in 2000 and since then we have increased to 5 daily connections. Since 2000, over **1.4 million persons have flown with easyJet to and from Naples:** and, in only the past 12 months, we have carried **425,000 passengers with a load factor of over 85%.**"*

***"Considering the Naples airport to be strategic for all of southern Italy, easyJet was the first low-cost airline to invest here in 2000. Currently, the airline represents 11% of all of our scheduled flights and is present in Naples with a veritable network of international direct connections **London Stansted, Paris Orly, Berlin Schoenefeld and Basel** as well as the recently added **new flight for Milan Malpensa, this airport's first, low-cost, national route serviced by a foreign*****

**airline. In particular, during the months of April and May this year, the number of passengers on the routes serviced by easyJet have practically doubled over the number for the same period last year.**

*It should be noted that, with the entry of low cost airlines at the Naples airport, air travel has become more accessible for a new segment of passengers and the network of international destinations has increased bringing about a marked advantage for the development of tourism and the economy of the city and the entire region” stated Margherita Chiaramonte – Airlines Relationship Manager for Gesac Spa, the Naples International Airport management company.*

The most requested destinations from the Naples airport for Summer 2006 are **London, Milan and Berlin**. Generally, all the routes to and from Naples are recording very positive trends: **140,000 reservations have already been made for the entire summer, until September.**

Approximately **98%** of these reservations are made directly at the **www.easyJet.com site**. Usually, an accessory service is booked together with the flight. Indeed, thanks to the various partnerships established by easyJet, passengers can organise all the details of their vacation at extremely convenient rates.

In general, Italians are increasingly using the Internet to book accessory services on line: **the most requested services are the stipulation of insurance contracts, followed by hotel reservations and car rentals.** This is also true for passengers departing from Naples, there is a confirmation in the trend to autonomously organise one’s own trips by using the Internet and other new technologies rather than using the traditional channels.

EasyJet offers Campania area passengers the possibility of departing from Naples **every day** for **London Stansted, Paris Orly, Berlin Schoenefeld, Basel and Milan Malpensa** starting at rates as low as **€30,99 one way, taxes included**, by reserving at **www.easyJet.com**.

### **Note for editorial staff**

*Currently, the easyJet network offers 257 routes between 72 airport in 21 different countries. The airline employs approximately 3,500 persons and has 114 available aircraft. Last year, easyJet transported over 35 million passengers. In Italy, easyJet offers a selection of 39 departing routes from 11 Italian airports. At present, easyJet provides service to and from Milan Malpensa (the airline’s base in Italy), Milan Linate, Rome Ciampino, Venice, **Naples**, Turin, Olbia, Cagliari, Palermo, Rimini and Pisa.*