

PRESS RELEASE

First direct intercontinental Naples-New York flight inaugurated today

at the airport in the presence of the authorities

Today, at the airport, in the presence of Mayor Rosa Russo Iervolino, the Naples Province President, Dino Di Palma, the Campania Region President, Antonio Bassolino, the Eurofly Airline Vice President Armando Brunini, Gesac CEO Mauro Pollio and the press, **the inauguration ceremony for the first direct Naples-New York flight was held and takeoff took place as scheduled at 14:15 with arrival in New York at 17:55 local time.**

Following expressions of appreciation for the important initiative, the authorities, the airline and airport management company cut the symbolic, inaugural ribbon and celebrated the new connection with a toast.

GESAC CEO and Managing Director, Mauro Pollio presented Armando Brunini, Eurofly Vice-President with a commemorative plaque for the new flight which, is the Naples airport's first intercontinental flight.

As of today, Capodichino airport's first intercontinental flight will begin to serve passenger traffic flows directed towards our region which were previously obliged to utilise other airports.

The new tripe-weekly connection for New York will be serving a potential demand of about 100,000 passengers per year (Italian and American tourists, Italian residents in the US, business travellers, etc...) resulting from direct traffic between the two cities and that generated by the so-called "stimulation effect" which is generally produced by the activation of new routes.

Additionally, direct, scheduled service will encourage incoming tourism flows towards the spectacular localities in southern Italy. The possibility of arriving directly in Naples will permit travellers to discover Neapolitan culture with its fascinating Campania Regional traditions, visit the enchanting islands of the Bay of Naples and the treasures of the Sorrento Peninsula and the Amalfi Coast, in addition to facilitate connections to many southern Italian regions such as Lazio, Abruzzo, Molise, Puglia, Basilicata and Calabria. Moreover, the direct flight will satisfy the needs of many Campania natives who have immigrated to the United States.

"The Naples-New York flight, Naples airport's first intercontinental flight, will directly open the Campania area to the American market, and provide a strong impulse to regional economic and tourism growth. The departure of the direct flight for New York reinforces the Naples airport's increasingly international calling and consolidates the image of Naples and Campania as an important tourist destination in the front-line American market"—**stated Mauro Pollio, CEO and Managing Director of GESAC SpA, the Naples Airport management company.**

The inaugural Eurofly flight to New York, a new Airbus 330 – 200, with 26 business class and 256 economy seats, was boarded by a Campania Region delegation of approximately 30 persons and the first passengers. "For Eurofly, the departure of the first Naples New-York flight represents a new milestone in the course of its strategic development, by providing point-to-point connections to important economic and tourism centres in Italy. *"I am very satisfied and proud of the recognition and the efforts made by the Campania Region, the city of Naples and the local press in contributing to the success of this initiative in which Eurofly has always believed."*—**declared Armando Brunini, Eurofly Vice President.**

For the occasion, a customised theme was setup at the airport with views of the statue of liberty and Vesuvius. More than 15 totems with images of the Campania area were positioned in strategic points throughout the terminal (departures and arrivals areas and the first floor). At the check-in area, a desk was set up for **post-marking commemorative stamps** where departing passengers may purchase post cards especially created for this important event.

At the Eurofly check-in counters, passengers will be receiving a complementary publication in English and Italian entitled "**As the bird flies from Naples to New York**", published under the auspices of the Campania Region by Neapolitan illustrator, Caterina Arciprete (please see attached note).

GESAC has also prepared a special welcome arriving passengers on the first flight from New York scheduled for arrival at 12:20 with a welcome cocktail party. Additionally, all female passengers arriving from the Big Apple received a splendid bouquet from representatives of the Neapolitan taxi drivers.

Naples, 14 June 2005