

Volareweb.com resumes South-bound flights

As of **1 June 2005**, the company will resume service from Linate Airport in Milan to four cities in southern Italy. In the Campania Region, there will be two daily flights to Naples International Airport. The Volare Group has established a target of 500,000 passengers and turnover of 65 million by the end of 2005.

Naples, 24 May 2005 – The Volare Group, through Volareweb, resumed activities providing service to and from 5 Italian cities: Milan's Linate Airport, Naples, Bari, Brindisi and Catania. In particular, Volareweb.com will provide two comfortable daily flights to Naples especially suited for business travellers.

	Departure	arrival
Naples-Milan Linate Airport (everyday except Sunday)	08:40	10:00
Naples-Milan Linate Airport (every day)	19 :35	20 :55
Milan Linate Airport -Naples (everyday except Sunday)	06:45	08:10
Milan Linate Airport -Naples (everyday)	17:15	18:40

Service is to begin **1 June**. Ticket sales began on 28 April via the company website (www.volareweb.com), call centre 199 414 500 (rates from Telecom fixed lines 0,06 €/min VAT included; from mobile lines, costs may vary depending on the provider), travel agencies and the ticket counter at Milan Linate Airport).

The first flights in the company's comeback will be operated with **2 A320 aircraft** which will serve the following routes:

- 2 daily flights from Linate to Naples
- 2 daily flights from Linate to Bari
- 1 daily flight from Linate to Brindisi
- 1 daily flight from Linate to Catania.

The new Airbuses were added to the Boeing 767 in service since 27 December 2004 under the banner of subsidiary AirEurope serving mid-to long range destinations. The re-activation of other national and international scheduled and charter flights is scheduled to take place during the next few months, and the arrival of a second Boeing 767 which will increase the Group's fleet for long distance service.

" We want to give the market a positive signal and reconstruct a relationship based trust with our clients" declared **Cosimo Giulio De Metrio, General Director of Volare Group**. "Our future plans are challenging: to transport roughly **500,000 passengers** and create a **turnover of 65 million euro** which will allow us to breakeven by early 2006. "By 2007" – he concluded – "we will be able to reach the same employment levels the Group provided before the crisis".

"The decision to provide service to the Campania capital as one of the first routes is strategic" – continued De Metrio. " The city of Naples and surrounding regional area produce a significant flow of traffic to and from the Lombardy capital, and the resident population of over 6 million persons was a factor that was also taken into consideration. Furthermore, we believe that the introduction of a new airline with direct flights will increase competition in the market and have positive effects on air ticket rates which is all to the advantage of the end users. We have thus decided to position ourselves in a price slot between low cost and traditional airlines and aim at offering rates which are clear and transparent, in contrast to those offered by competitors".

"Resumption of activities on the part of Volare Group constitutes a positive signal for Italian air transport following a difficult year characterised by a significant decline in domestic traffic. The two daily flights will improve the offer for the Lombardy capital, the Naples airport's most frequently requested destination, and will serve a catchment area which caters primarily to business clients " declared **Vittorio Mazza, Business Administration Director of Gesac Spa** – the Naples airport management company.

From 28 April – the day in which ticket sales began – to date, Volare has already sold more than 25,000 tickets via web, call centre, travel agencies and the Milan Linate ticket counter. Internet access and sales have undergone a veritable boom: the Group's site www.volareweb.com, has recorded **almost 450,000 visitors** with a daily average of roughly 20,000 users. Currently, of the five destinations to be served by Volare as of 1 June (Milan Linate, Bari, Brindisi, Naples and Catania), Naples is performing extremely well primarily owing to the company's regional advertising campaign, which went into effect 30 April in daily newspapers, radio programmes and billboards.

The company resumed activities by re-orienting its offer: an airline with extremely competitive costs, able to offer quality service at **easy, convenient and transparent prices**. The procedures for ticket purchases are simple and fast thanks to on-line sales and the call-centre. Electronic ticket prices will be immediately clear at the moment of purchase and comprehensive of all travel supplements (with the exclusion of airport taxes which vary from one airport to another and administrative costs).

The operational base will be the Milan airports of Linate and Malpensa, where the Group's headquarters will be relocated in the next few months.