

PRESS RELEASE

4 FEBRUARY STARTUP FOR NAPLES- BRESCIA DIRECT SERVICE "Air Bee flies with Itali Airlines"

The new **Naples – Brescia flight** will begin operations **4 February** thanks to service provided by **Air Bee** sponsor for Itali Airline flights.

The **Air Bee** project arose from partnership formed between a group of managers in the aeronautical sector and a few Brescian entrepreneurs.

Following is the timetable for the new direct flight to and from Naples which will operate on a daily basis (except Saturdays):

From Naples:	From Brescia:
> Naples - Brescia – 3:10 p.m.	< Brescia - Naples – 1:10 p.m.

The new flight, sponsored by **Air Bee**, will operate with an *Itali Airlines* 164-seat MD82 bearing an image of an original, congenial **"little bee"**: a symbol of hard-work, productivity and team-play as well as a distinctive trade-mark with the name and logo of the newly established company.

The **Air Bee** project introduces a new philosophy (*adeptly expressed in the advertising campaign as "Right Cost"*) which offers passengers a new, pleasant atmosphere of smiles, courtesy and attention in addition to high quality of service, innovation and competitive prices.

The promotional fares, an invitation to fly, are extremely convenient and start from only 34 euro one way (all included). The rate policy is extremely flexible and convenient as it offers personalised fare plans based upon travel needs: *Promo Fare* (reimbursements and change-of-date not included) *Flexi Fare* (reimbursements and change-of-dates possible with low penalty charge) and *Open Fare* (reimbursements, change-of-travel date and change of passenger name with no penalty). *Bee Vouchers* (booklet of 10 vouchers at 100 euro per flight) and *Bee Jet Vouchers* (booklet of 10 vouchers at 150 euro per flight in addition to a series of accessory services) allow passengers to purchase entire booklets of tickets.

For business travellers on flights from Naples to Brescia, there are booklets of electronic tickets available dedicated to professional and corporate travellers with a discount of 200% as opposed to full rate, but with the same advantages.

"We are enthusiastic about inaugurating our new daily service from Naples for Brescia on 4 February. The flight is operated by Itali Airlines and sponsored by Air Bee. Just a few days from the start-up date, we already have reservations for all of our flights, especially the Naples-Brescia route" declared **Ugo Calvosa, Vice President of the airline. Vittorino Capobianco, Marketing EVP for Air Bee SpA, the sponsor, announced an event-filled 2008:** *"We are preparing a wide range of commercial agreements with various service companies and other airlines and, furthermore, plans for the new airline are currently under way for new routes in Italy and Eastern Europe".*

Marco Consalvo, Gesac Spa General Manager – The Naples airport management company: *"We extend our most heart-felt best wishes to AirBee, sponsor of the flights operated by Itali Airlines, which will be inaugurating the new direct flight for Brescia, an important connection especially for business travellers. This new service for Brescia further reinforces the network of domestic flights to and from Naples airport which closed out 2007 with 5.8 million passengers and a 15% increase in domestic traffic over 2006".*

Naples, 1 February 2008