



FOR IMMEDIATE RELEASE

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DIRECT AIR ANNOUNCES NEW SERVICE TO
FT. MYERS/PUNTA GORDA, FLORIDA
FROM PLATTSBURGH INTERNATIONAL AIRPORT

PLATTSBURGH, NY - 10/29/08 - Direct Air announced the start of new air service from Plattsburgh International Airport to Charlotte County Airport in Punta Gorda, Florida beginning Monday, December 1. The new air service will be offered by Direct Air, an air service based in Myrtle Beach, South Carolina. Located in the heart of Florida's southwest coast, Punta Gorda is conveniently located halfway between Ft. Myers and Sarasota, FL.

Direct Air offers flights operated by Virgin America on Airbus A319 aircraft, configured with 8 First-Class and 114 Coach-Class seats. These state-of-the-art aircraft offer plasma television, touch service screens, a selection of 30 films, video games, and computer connectivity aboard each flight. The flights will be staffed by Virgin America flight crews.

Direct Air currently provides service between Myrtle Beach, SC and Newark, NJ; Niagara Falls, NY; Plattsburgh, NY; Columbus, OH and Pittsburgh, PA and has carried more than 187,000 passengers since the start of operations in March, 2007. The company has recently announced expansion into Worcester, MA; Kalamazoo, MI; Sanford, FL; Toledo, OH; Rockford, IL; and Allentown, PA beginning this winter. Direct Air offers fares beginning at a customarily lowest-advertised fare of \$99 each way, with First-Class seats available as an upgrade for \$100 each way. Tickets may be purchased by going to www.visitdirectair.com, or by calling 1.877.432.DIRECT (3473).

As part of the celebration of the new service to Florida, Direct Air is offering all Plattsburgh customers a special "\$79 for 79 Hours" sale. During this event, customers may call or book online and receive a special discounted rate of \$79 each way for most dates of travel into or out of Plattsburgh. This special sales event begins with the press announcement on Wednesday, October 29 and will end 79 hours later on Saturday, November 1 at midnight.

"Direct Air is moving forward into our second year in Plattsburgh by announcing new service to Punta Gorda as well as expansion of our popular service to Myrtle Beach to a year-round basis," says Judy Tull, CEO of Direct Air. "We are proud to be an integral part of the operations at Plattsburgh International Airport with our unique service featuring low fares and convenient departure times."

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And for added convenience, Adirondack Trailways offers affordable bus service from Montreal to the Plattsburgh International Airport passenger terminal. Fares are just \$20 (U.S.) one-way or \$40 (U.S.) roundtrip. For more information, travelers may visit www.trailwaysny.com or call toll-free 800-858-8555.

"We're pleased to be part of the solution to the heavy traffic, high fares and congestion at Pierre Trudeau Airport in Montreal," states Ed Warneck, President of Direct Air. "Direct Air is committed to providing safe, reliable and convenient air service. We are confident that the new, award-winning Virgin Aircraft and new service to southwest Florida will appeal to a broad range of travelers seeking to travel quickly, and at a reasonable rate."

Rodney Brown, Deputy County Administrator for Clinton County, stated, "Clinton County is thrilled over the announcement by Direct Air of the addition of a new destination from Plattsburgh International Airport. Punta Gorda/Fort Meyers, Florida should prove to be another popular location for our market area. It is yet another indication of the strong market for air travel from our airport. We wish Direct Air well with their new venture and encourage travelers to experience the convenience of Plattsburgh International Airport and Direct Air."

"Once again, success is following success, and we are seeing a direct response to what our customers are telling us," added Garry Douglas, President of the Plattsburgh-North Country Chamber of Commerce. "Originally, Myrtle Beach was envisioned as a seasonal destination to be suspended in the winter. But the demand has been strong enough to make it year-round. And as we continue to survey our market, including thousands of Montrealers, there has been strong interest in the Punta Gorda/Fort Myers area, and Direct Air is responding. We are now headed toward more than 60,000 enplanements at Plattsburgh in 2008, compared to 2,500 at the old Clinton County Airport, with more than 80% coming from Canada. This added service will build that number further, and increase our appeal to other air carriers and markets in the future. Onward and upward!"

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Flights are Public Charters operated by Virgin America. Advertised airfares are one-way and include Federal Excise Tax of 7.5%. Airfares do not include September 11th Security Fees of \$2.50 per person, Federal Flight Segment Taxes of \$3.50 per person, Passenger Facility Charges (PFC) of up to \$4.50 per person. A flight segment is defined as one take-off and one landing. For reservations made by calling (877) 432-DIRECT, a \$10.00 per person Reservations Department Fee will apply. Vacation packages do include the 7.5% Federal Excise Tax and all applicable hotel taxes, but do not include September 11 Security Fees, Flight Segment Fees, Passenger Facility Charges, Convenience Fees and Reservations Department fees as described above, rental car option fees and applicable taxes, airport drop-off fees and golf cart rental fees. Advance seat selection prior to departure requires a \$5.00 service charge per person per flight segment. Fares subject to availability at time of booking, and are subject to change. A Standard Baggage Service Fee will apply for carriage of all checked luggage; surcharges may apply for excess/overweight checked baggage. See Direct Air's Operator-Participant Agreement for full disclosures.