



Plattsburgh
International
Airport

P R E S S R E L E A S E --
For more info: (518) 563-1000 – Chamber

January 10, 2008
FOR IMMEDIATE RELEASE

**MYRTLE BEACH DIRECT AIR LAUNCHES SERVICE TO MYRTLE BEACH
AND ST. PETERSBURG/CLEARWATER FROM
PLATTSBURGH INTERNATIONAL AIRPORT**

Myrtle Beach Direct Air, an air service based in Myrtle Beach, South Carolina, has announced new non-stop jet service between Plattsburgh International Airport and Myrtle Beach every Wednesday, Saturday and Sunday beginning March 15, 2008. Passengers may also continue on to St. Petersburg/Clearwater, Florida two days a week with a brief stop in Myrtle Beach.

Myrtle Beach has long been a popular golfing and family vacation destination, but there has not previously been non-stop service there from the Plattsburgh-Montreal-Burlington region. "The introduction of non-stop service will allow U.S. and Canadian residents to take advantage of low airfares, convenient schedules, and easy access to the sea-side golf Mecca. Now, instead of driving and spending 18 plus hours in a car, everyone can fly non-stop and be on the beach or at their favorite golf course in only 2 hours through Myrtle Beach Direct Air," said Bob Keilman, CFO of Myrtle Beach Direct Air.

Plattsburgh International has positioned itself to serve northern New York, southern Quebec and Vermont, and is referred to as "Montreal's U.S. Airport". It is developing a special niche for low-cost service to vacation destinations, starting with the successful launch of Allegiant Air service to Fort Lauderdale in November and to Orlando starting in February.

"We've been asking Montrealers which destinations they would like to reach through Plattsburgh," states Garry Douglas, President of the Plattsburgh-North Country Chamber of Commerce. "Myrtle Beach and St. Petersburg were, along with Fort Lauderdale and Orlando, among their top seven choices, so we are purposely working to attract the services that our customers are telling us they want to see. And Myrtle Beach Direct Air understands this market as they already have a very successful service out of Niagara Falls which is attracting the Ontario audience."

"We are confident that we can attract a large audience from the Montreal and Ottawa market, especially with the exchange rate being so favorable," stated Ed Warneck, President of Myrtle Beach Direct Air. "We believe our three weekly non-stop flights will appeal to the Canadian audience, as well as New Yorkers and Vermonters. Besides the savings with low fares and the favorable exchange rate, the passengers benefit from additional savings in airport fees and free parking in Plattsburgh. Due to low fares beginning at \$99 each way, residents of both communities will be able to fly with Myrtle Beach Direct Air on a more frequent basis."

At an event in the airport terminal, James Langley, Jr., Chairman of the Clinton County Legislature, stated: "Today's announcement is very exciting news and continues to prove the viability of passenger

service at Plattsburgh International Airport. Clinton County is pleased to partner with Myrtle Beach Direct Air and welcomes them with open arms."

Reservations can be made on line at **www.myrtlebeachdirectair.com** or by calling their toll free number at **1-877-432-DIRECT (3473)**. Travelers will also find access to a wide range of hotels, resorts, golf packages and other cost saving options in Myrtle Beach as well, allowing one-stop planning for their trip.

Myrtle Beach Direct Air flights are operated on Boeing 737-400 "Next Generation" aircraft. The aircraft feature 12 First Class and 138 Coach all-leather seats. The venture began providing scheduled public charter flights in March 2007, and has serviced more than 70,000 passengers between Newark, Pittsburgh, Niagara Falls and Myrtle Beach. Myrtle Beach Direct Air announced new service into the St. Petersburg-Clearwater area starting on December 19, 2007.

Flights are public charters operated by Xtra Airways. Vacation packages include all hotel taxes. Fares are one way. Air fares and packages do not include the Federal Segment Fee of \$3.40 per segment (defined as one take off and one landing), Passenger Facility Charges (PFC) up to \$5.50 and the September 11th Security Fee of \$2.50.

Plattsburgh International Airport is a multi-purpose airport and aerospace park created from the former Plattsburgh Air Force Base. Located just one hour from downtown Montreal, it is providing a low-cost opportunity for air service reaching all of northern New York and southern Quebec as well as Vermont, with a primary market area containing more than 5 million people. In addition, its massive and uncongested facilities, which include a 12,000 foot concrete runway and a 12 million square foot concrete apron, offer an attractive and low-cost location for aerospace and aviation activities of all kinds, including U.S. operations of Montreal aerospace companies.

For more information on Plattsburgh International Airport, visit **www.flyplattsburgh.com**.

- 30 -

FOR MORE INFORMATION CONTACT:

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When time matters GO DIRECT !



NON STOP FLIGHTS

Newark / New York City
 Pittsburgh
 Niagara Falls Int. / Ontario
 Columbus
 Plattsburgh / Montreal
 Gulfport / Biloxi
 St. Petersburg / Clearwater

Myrtle Beach Direct Air Schedule Effective 3/06 Spring

| Flight # | Depart | Arrive | Depart | Arrive | Stops | Days |
|----------|------------------|------------------|----------|----------|-------|----------|
| 5621 | Plattsburgh, NY | Myrtle Beach, SC | 11:30 AM | 1:30 PM | 0 | Wed, Sun |
| 5625 | Plattsburgh, NY | Myrtle Beach, SC | 5:15 PM | 7:15 PM | 0 | Sat |
| 5622 | Myrtle Beach, SC | Plattsburgh, NY | 8:45 AM | 10:45 AM | 0 | Wed, Sun |
| 5626 | Myrtle Beach, SC | Plattsburgh, NY | 8:00 PM | 10:00 PM | 0 | Sat |

| Flight # | Depart | Arrive | Depart | Arrive | Stops | Days |
|----------|-------------------|-------------------|----------|----------|-------|----------|
| 5621 | Plattsburgh, NY | St Petersburg, FL | 11:30 AM | 3:15 PM | 1 | Wed, Sun |
| 5622 | St Petersburg, FL | Plattsburgh, NY | 7:00 AM | 10:45 AM | 1 | Wed, Sun |

Myrtle Beach Direct Air Schedule June 04, 2008

| Flight # | Depart | Arrive | Depart | Arrive | Stops | Days |
|----------|------------------|------------------|----------|----------|-------|------|
| 5625 | Plattsburgh, NY | Myrtle Beach, SC | 10:45 AM | 12:45 PM | 0 | Wed |
| 5625 | Plattsburgh, NY | Myrtle Beach, SC | 8:00 PM | 10:00 PM | 0 | Sat |
| 5625 | Plattsburgh, NY | Myrtle Beach, SC | 2:15 PM | 4:15 PM | 0 | Sun |
| 5626 | Myrtle Beach, SC | Plattsburgh, NY | 8:00 AM | 10:00 AM | 0 | Wed |
| 5626 | Myrtle Beach, SC | Plattsburgh, NY | 5:15 PM | 7:15 PM | 0 | Sat |
| 5626 | Myrtle Beach, SC | Plattsburgh, NY | 11:30 AM | 1:30 PM | 0 | Sun |



MyrtleBeachDirectAir.com

877-432-DIRECT (3473)

Flights are Public Charters operated by Xtra Airways