



*For Immediate Release*  
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## **“DIRECT AIR” begins third year with more GOOD NEWS!**

DIRECT AIR celebrates third year adding more cities and more savings

**Myrtle Beach, S.C.** Direct Air, a South Carolina company based in Myrtle Beach, began service only two years ago. In March 2007 their destinations flying to Myrtle Beach consisted of Newark, NJ, Pittsburgh, PA, and Niagara Falls, NY.

This March, Direct Air begins its' third year of service and recently announced two more new cities with non-stop service to Myrtle Beach. Springfield, IL and Orlando, FL (via the Orlando Sanford International Airport) will start with non stop flights to Myrtle Beach International Airport on May 20<sup>th</sup> and May 21<sup>st</sup>. An additional seasonal destination, Columbus, OH, will also return with service to Myrtle Beach on these dates.

With this addition, a total of 12 cities will now have non-stop or direct service to Myrtle Beach, four cities to Orland / Sanford, and five to Punta Gorda / Ft Myers throughout the late spring and summer.

Direct Air is celebrating this announcement by offering special fares through its Family Ties program. This unique program allows travelers the privilege of purchasing as many as 20 deeply discounted flight certificates without specifying travel dates or passengers names. “This is a great opportunity for families to make plans for affordable vacations and more frequent visits with friends and family,” said Direct Air CEO, Judy Tull, “We wanted to do something special to celebrate our third year of service and what better way than giving our clients and families something that will provide savings.”

The certificates make excellent gifts and can be used by the purchaser as well as friends and family. Vouchers are valid through December 31, 2009 and are useable in any of the cities currently served by Direct Air. Family Ties certificates will be available for purchase for \$140 round trip inclusive of taxes online at [www.visitdirectair.com](http://www.visitdirectair.com) beginning Thursday, March 19th through Wednesday, March 25<sup>th</sup>.\*

Beginning in March service will begin bringing golfers and vacationer's to Myrtle Beach from; Worcester, MA, Toledo, OH, Columbus, OH, Kalamazoo, MI, Allentown, PA, Plattsburgh, NY, Niagara Falls, NY, Pittsburgh, PA, Newark, NJ, Punta Gorda / Ft Myers, FL, Rockford, IL, and Springfield, IL.

The company has posted their new schedule reflecting new routes to Myrtle Beach. Myrtle Beach, which calls itself the golf capital of the world, is where some of the highest quality golf courses in the nation can be found. Golf Digest Magazine recently named 10 of Myrtle Beach's courses to the “Top 100 Public Golf Courses in America” list for the 2007 -- 2008 season. Aside from golf, Myrtle Beach

also offers an array of activities to suit any need; from attractions like the Ripley's Aquarium, Hard Rock Amusement Park, and NASCAR to shopping and water sports.

Direct Air has been serving Punta Gorda and Sanford/Orlando, Florida since November 2008. Direct Air flies Airbus A-320 aircraft leased from Virgin America. The aircraft, with 8 first class seats and 141 coach class all leather seats, offers plasma television, touch service screens, satellite radio and telephone and computer connectivity at each seat. The flights are staffed by Virgin America flight crews. Initial service to Myrtle Beach will be offered on a DC 9 aircraft before the airline transitions to the A-319 aircraft.

“We have worked extremely hard and made many sacrifices to grow the markets we serve,” said Ed Warneck, Direct Air President. “Communities, businesses, and residents alike benefit from the flights and new cities we introduce.”

Tickets can be purchased by going to [www.visitdirectair.com](http://www.visitdirectair.com) or by calling 1-877-432-DIRECT (3473).

Flights are Public Charters operated by Virgin America and USA Jet. 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 per enplanement, Federal Flight Segment Taxes of \$3.50 per person per flight segment, Passenger Facility Charges (PFC) of up to \$4.50 per person and a Convenience Fees of \$10.00 per person each way. \*Family Ties seats are limited based on availability at time of booking.