



FOR IMMEDIATE RELEASE

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Myrtle Beach Direct Air launches service to Myrtle Beach, South Carolina and St.Petersburg / Clearwater, Florida from Plattsburgh International Airport beginning March 15, 2008.

Myrtle Beach, SC. Myrtle Beach Direct Air, an air service based in Myrtle Beach, SC announced new non-stop jet service between Plattsburgh International Airport and Myrtle Beach, SC every Wednesday, Saturday, and Sunday beginning March 15, 2008. Passengers may also continue onto 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. “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.

The company is focused on providing safe, reliable air service along with affordable fares, unique and innovated golf and family vacation packages.

“We are confident that we can attract a large audience from the Montreal and Ottawa market, especially with the exchange rate being so favorable.” said Ed Warneck, President of Myrtle Beach Direct Air. “We believe our three weekly non-stop flights will appeal to the Canadian audience. Besides the savings with low fares and the favorable exchange rate, the passenger benefits with additional savings of 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.”

Reservations can be made on line at www.myrtlebeachdirectair.com or by calling the toll free number 1-877-432-DIRECT (3473).

James R. Langley, Jr. Chairman, Clinton County Legislature said, "Today's announcement by Myrtle Beach Direct Air that it will begin air service from Plattsburgh to the world-class vacation destinations of Myrtle Beach, South Carolina and St. Petersburg, Florida is very exciting news and continues to prove the viability of passenger service at Plattsburgh International Airport. Clinton County is pleased to partner Myrtle Beach Direct Air and welcomes them with open arms."

Garry Douglas, President & CEO, Plattsburgh-North Country Chamber of Commerce said, "Another carrier and two more destinations. This is another exciting step in positioning Plattsburgh International Airport for the future, and we expect to see a lot more of our Quebec friends coming down to fly from here as Myrtle Beach and St. Petersburg are destinations they have been asking for from the start. Onward and upward!"

Myrtle Beach Direct Air began providing scheduled public charter flights in March 2007. Since beginning service between Newark, Pittsburgh, Niagara Falls and Myrtle Beach, Myrtle Beach Direct Air has serviced over 70,000 passengers. Myrtle Beach Direct Air announced new service into the St. Petersburg-Clearwater area from the Northeast effective December 19, 2007.

Myrtle Beach Direct Air flights are operated on Boeing 737-400 "Next Generation" aircraft. The aircraft features 12 First Class and 138 Coach all leather seats.

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 Federal Segment Fee of \$3.40 per segment (A segment is defined as one take off and one landing), Passengers Facility Charges (PFC) up to \$4.50 and September 11th Security Fee of \$2.50.