



# SATELLITE INTERVIEW INVITATION



## VISION AIRLINES LAUNCHES MEGA-EXPANSION & \$49 FARE SALE AIRLINE REVITALIZES OIL SPILL-CRIPPLED GULF COAST ECONOMY FLIGHTS TO UNDERSERVED CITIES ABANDONED BY MAJOR AIRLINES

Ft. Walton Beach, FL—January 18, 2011—Live from Northwest Florida Regional Airport, Vision Airlines' Chief Operating Officer David Meers takes viewers of your newscast on a televised tour of a Boeing 737—one of the jetliners unveiled today for the launch of the carrier's mega-expansion into scheduled commercial passenger service with flights to 20 U.S. cities with introductory fares starting at \$49.

### DESTINATIONS

Vision Airlines starts selling seats today to Miami, Ft. Lauderdale, Disney World/Central Florida, Southwest Florida, Florida's Emerald Coast, Mississippi's Casino Coast and between Louisville and Atlanta. The first flights take-off March 25.

### CANADIANS AVERT INTERNATIONAL TARIFFS, CUSTOMS, IMMIGRATION & EXPENSIVE FARES

Vision Airlines is luring Canadians to drive across the border to fly its low fare, Boeing 737 flights from the new Niagara Falls International Airport, NY to Florida. The Niagara Falls flights started on December 17, 2010. (See page 2 for details.)

### ATLANTA-LOUISVILLE FLIGHTS

On December 13, Vision Airlines launched twice daily roundtrip flights between Louisville and Atlanta. The service is aimed at business travelers who routinely fly this route on other carriers that charge upward of \$500. Vision's fares average \$99.

### U.S. TO CUBA CHARTER FLIGHTS

The airline will also continue to grow its charter service from New York and Miami to Havana, Cuba. Only passengers with special permits may fly from the U.S. to Cuba. They must be ticketed by a licensed carrier service provider.

### VISION AIRLINES HELPS REVITALIZE GULF COAST OIL SPILL DEVASTATED ECONOMIES

Many Vision Airlines flights fly between key southern U.S. cities and Gulf Coast resort communities whose tourism industries were destroyed by the 2010 BP oil spill. By flying thousands of passengers to the Gulf Coast each week, Vision Airlines expects to play a pivotal role in revitalizing these coastal economies. For generations, people from these southern cities have vacationed along the Gulf Coast but due to the oil spill, last year, many families traveled elsewhere.

### WWW.VISIONAIRLINES.COM: LOW INTRODUCTORY \$49 FARES & FREE COMPANION FARES

- January 18, 2011 - January 23, 2011: \$49 One-Way Airfare Sale on Selected Flights ▪
  - January 18, 2011 - January 23, 2011: Free Companion Fares on Niagara Falls, NY to Florida Flights ▪
  - One-Way Fares Across Vision Airlines' Route System: \$69 - \$199 ▪ Most Fares: \$89 ▪
  - No Charge for Carry-On Luggage ▪ Internet Pre-Paid Checked Baggage: \$15 First Bag / \$20 Second Bag ▪
  - Airport Checked Baggage: \$25 First Bag / \$30 Second Bag ▪ Free Snacks & Soft Drinks ▪ Beer & Wine: \$5 ▪ Liquor: \$6 ▪
- All fares subject to taxes, surcharges and other fees.*

### NON-STOP FLIGHTS TO/FROM: DESTIN/FT. WALTON BEACH AKA FLORIDA'S EMERALD COAST

- Asheville, NC → Atlanta, GA → Baton Rouge, LA → Birmingham, AL → Chattanooga, TN →
- Columbia, SC → Ft. Lauderdale, FL → Greenville/Spartanburg, SC → Huntsville, AL → Knoxville, TN →
- Little Rock, AR → Louisville, KY → Macon, GA → Miami, FL → Niagara Falls/Bufalo, NY/Toronto, Canada →
- Punta Gorda/Ft. Myers/Naples/Venice/Sarasota, FL → Sanford/Orlando, FL → Savannah, GA →
- Shreveport, LA → St. Petersburg/Clearwater/Tampa, FL →

### FLIGHTS TO/FROM: MIAMI, FLORIDA

- Destin/Ft. Walton Beach, FL → Niagara Falls/Bufalo, NY/Toronto, Canada →

### FLIGHTS TO/FROM: FT. LAUDERDALE, FLORIDA

- Destin/Ft. Walton Beach, FL → Louisville, KY →

### FLIGHTS TO/FROM: ATLANTA, GEORGIA

- Destin/Ft. Walton Beach, FL → Gulfport/Biloxi, MS → Louisville, KY →

### FLIGHTS TO/FROM: SANFORD/ORLANDO/DISNEY WORLD, FLORIDA

- Baton Rouge, LA → Columbia, SC → Destin/Ft. Walton Beach, FL → Little Rock, AR → Shreveport, LA →

### FLIGHTS TO/FROM: PUNTA GORDA/FT. MYERS/NAPLES/VENICE/SARASOTA, FLORIDA

- Birmingham, AL → Destin/Ft. Walton, FL → Savannah, GA →

### FLIGHTS TO/FROM: ST. PETERSBURG/CLEARWATER/TAMPA, FLORIDA

- Asheville, NC → Chattanooga, TN → Destin/Ft. Walton, FL → Gulfport/Biloxi, MS → Huntsville, AL →

### FLIGHTS TO/FROM: GULFPORT/BILOXI AKA MISSISSIPPI'S CASINO COAST

- Atlanta, GA → Houston, TX → St. Petersburg/Clearwater/Tampa, FL →



### SATELLITE INTERVIEWS

Tuesday — January 18, 2011 — 09h00 – 14h00 (ET) / Downlink: TBD

Contact: Bryan Glazer • Vision Airlines • 770-813-4211 • News@VisionAirlines.com



# Vision Airlines Mega-Expansion In-Depth Information & Quotes

## VISION AIRLINES FLIGHTS TO/FROM SERIOUSLY UNDERSERVED AMERICAN CITIES



Many of Vision Airlines' departure cities have been neglected by the major airlines or have lost service due to consolidation and downsizing in the commercial aviation industry. "Currently, passengers living in these cities are forced to fly in cramped regional jets, endure long layovers in connecting cities and must pay extremely high airfares," says Vision Airlines' COO David Meers.

"Now, Vision Airlines is changing the way people fly from these cities by eliminating connections and layovers; by providing Boeing 737 jet service and by offering the competitive low airfares that passengers in America's larger cities enjoy when flying to the nation's most-desired destinations, especially Florida," says Meers.

According to Michael Boyd, one of the world's most-quoted aviation industry analysts, "Vision Airlines has a solid business plan, which is based on flying direct routes that no other airline is traveling. Therefore, Vision Airlines has no direct competition."

Boyd adds, "Vision Airlines is one of the most professional airlines in the world. It has the financial stability to expand while it develops its routes and bolsters its brand."

## FROM GRAND CANYON SIGHTSEEING TO GLOBAL CHARTER CARRIES TO COMMERCIAL AIRLINE

In 1994, Vision Airlines started with sightseeing flights from Las Vegas to the Grand Canyon. Over time, the company added larger Boeing 737 and 767 aircraft to its fleet – eventually becoming one of the most successful charter airlines in the United States. Its clients include presidential candidates, celebrities, sports teams and world class resort destinations. Meers says, "It is now the logical progression for Vision Airlines to expand into the commercial passenger market."

## AIRLINE FOCUSES FLIGHTS ON Northwest FLORIDA REGIONAL AIRPORT

"The first phase of Vision Airlines' mega-expansion focuses on the development of flights from 20 cities to Northwest Florida Regional Airport," says Airport Director Greg Donovan. He met with Vision's executives six months ago to develop routes and flights to Florida's Gulf Coast.

"Northwest Florida Regional Airport is located in the epicenter of the Emerald Coast. We are just minutes from some of the world's most beautiful beaches and glistening emerald green waters. We are also within close proximity to 90,000 hotel rooms," emphasizes Donovan. "Our airport serves a potential market of 2.2 million passengers from as far away as Pensacola, which is 49 miles to the west and from Panama City, which is 75 miles to the east."

According to Meers, "People are already driving to NW Florida Regional Airport from these neighboring cities to board Vision Airlines' flights to Miami and Niagara Falls. They are business travelers; people heading for South Florida's cruise ports and Floridians traveling north for winter ski vacations."

Donovan says, "Although Pensacola and Panama City have their own airports, which are served by some of the same major airlines that fly in and out of NW Florida Regional, they don't have Vision Airlines." He stresses, "Pensacola and Panama City can't offer the same Boeing 737 non-stop flights and low fares from the critical cities where the majority of tourists flock from to vacation and retire on the Emerald Coast."

Previously, the Emerald Coast was unable to provide low fares and large jets, according to Donovan. "Only 3 percent of tourists fly to Destin/Ft. Walton Beach. The remainder has been forced to drive hundreds of miles to get here. Now, for the first time, we can offer affordable, fast, fun and convenient flights to the majority of tourists that visit the Emerald Coast."



## BP OIL SPILL NEGATIVE PUBLICITY VS POLLUTION DESTROYED EMERALD COAST TOURISM ECONOMY

"It was the wave of negative publicity about the BP oil spill rather than pollution that destroyed the Emerald Coast's tourism economy last year," exclaims Donovan. "The oil spill minimally impacted the Emerald Coast's environment."

However, says Donovan, "Since the news media included Florida with the rest of the Gulf Coast states, tourists avoided vacationing here even though we didn't have oil slicks in the water, tar balls on our beaches or petroleum-smelling breezes."

Donovan concludes, "Vision Airlines' new flights to NW Florida will give tourists the opportunity to see for themselves that the water is still clear emerald green and our beaches are still sugary white."

## CANADIANS CROSS BORDER TO FLY VISION AIRLINES FROM NIAGARA FALLS, USA

- Avoid Paying \$140 Tariffs ▪ Canada to US Fares: 400% More than Vision ▪ Niagara Falls' Parking: \$4 Daily ▪
- Avert Long Lines at Airport Customs & Immigration ▪ Toronto International: Among most Congested Airports in N A ▪
- Average Time Span Niagara Falls International: 20-Minutes from Parking Lot, Ticket Counter, TSA to Departure Gate ▪