

## FOR IMMEDIATE RELEASE

### Firefly Launches Ticket Sale for Flights from Penang Hub

*Fly in the comfort of Boeing 737-800*

**16 DECEMBER 2020, SUBANG JAYA** - Firefly has launched ticket sales for its new jet operations from Penang to Kota Kinabalu, Kuching and Johor Bahru with fares as low as RM79 one way. Furthermore, Firefly registered members will get to enjoy exclusive rates with fares as low as RM69 one way.

Customers will enjoy flying in the comfort of three Boeing 737-800 aircraft on these new routes beginning January 2021.

Firefly Chief Executive Officer, Philip See said, “We are thrilled to kickstart our 2021 journey with our jet services from Penang, connecting Malaysia.”

These routes will bring advantages to both business and leisure travellers as Penang International Airport is a major Northern hub connects to major cities across Asia. The airline is mounting these new routes 2 to 3 times daily as it sees demand in the various respective markets.

“We look forward to supporting the economic recovery of both the business and tourism industry. It has been a challenging 2020 for all of us in the travel industry and we hope these new services will accelerate the overall economic recovery in 2021.” added Philip.

Firefly’s strong network and codeshare with sister companies Malaysia Airlines and MASwings will provide a seamless travel experience to its guests, while diversifying its base connecting secondary cities in Malaysia to East Malaysia, Thailand, Indonesia and Singapore.

The flights provide a flexible service; offering choices for customers to include additional comforts and conveniences throughout the journey. Guests will continue to enjoy aerobridge facilities, the opportunity to accrue and redeem Enrich points with an option to add other privileges such as seat selection, insurance coverage, in-flight hot meals, seat selection and many more.

Customers can also opt for the value bundle of FlyPremium and FlyInfinite sets of services to enjoy its product features including unlimited flight changes, 35KG baggage allowance, in-flight hot meals, seat selection and many more benefits.

Tickets are available for sale through all travel agents, Firefly website and booking offices. For more information on products and services, visit [www.fireflyz.com.my](http://www.fireflyz.com.my) or call +603-78454543.

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## **About Firefly**

Firefly began its operation in April 2007, a wholly owned subsidiary of the Malaysia Aviation Group (MAG) and one of the national carriers. We operate a fleet of ATR 72-500 turboprops connecting various destination points within Malaysia, Singapore, Southern Thailand and Sumatera Indonesia, while aligning with the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) agenda.

Firefly offers great value for money, the convenience of city airports, greater flight frequency, reliable OTP, 20kg complimentary baggage allowance, fast check-in and boarding and complimentary in-flights refreshments. We have also put in place the new norm safety and health protocols on ground and on board to safeguard the wellbeing of our passengers, crew and staffs. Measures such as aircraft disinfection, sanitisation and thorough cleaning, as well as mandatory face mask, temperature check, physical distancing, contact tracing and encouraging online check-in to minimize contact are implemented. The SOP was activated according to the MAB Public Health Emergency of International Concern (PHEIC) Manual.

In 2018, Firefly was awarded the Tourism Malaysia Council Gold Award under the Airlines category. In addition to that, Firefly was conferred the Superbrand status in 2017 and 2011; winner of the Putra Brand Awards 2014 under the Transportation, Travel and Tourism category, as well as Putra Brand Awards 2012 Most Promising Brand of the Year; Brand Laureate's Best Brand in Aviation 2011; Frost & Sullivan's Value Airline of the Year Award 2010; and the Green Initiative of the Year Award by Leaders in Aviation in conjunction with Doha Aviation Summit 2010.

Firefly engages the public via our website and social media; Facebook, Instagram, Twitter, LinkedIn and YouTube.

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