



FlyFirefly Sdn Bhd (346606-K)

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Press Release

For Immediate Release

Firefly opens up Kota Bharu – Johor Bahru connections

Johor Bahru – Firefly made history today by being the first airline to provide direct air linkages connecting the south and the East Coast of Peninsular Malaysia.

Passengers who boarded flight FY2231 at 8.30am from Sultan Ismail Petra Airport, Kota Bharu were given a warm welcome reception by way of a traditional welcome performance upon their arrival at Senai International Airport at 10.10 am today.

Johor Tourism Department Director, Md Za’nal Hj Misran and Director Ministry of Tourism Malaysia Johor, Mohammad Isa Abdul Halim were at the airport, greeting and presenting passengers from the inaugural flight with goodie bags. On-board this flight were representatives from Malaysia Airports Holdings, the Department of Civil Aviation Malaysia, two members from the Kelantan Executive Council and the local media from Kelantan. The passenger load on this inaugural flight was 95 per cent.

Firefly’s CEO, Ignatius M.C. Ong, said in a statement: “Our direct, thrice weekly services with a travel time of approximately 1 hour 40 minutes provides tremendous convenience to travellers. We are providing an alternative to existing public land transportation servicing this route such as coach and rail services. We offer the best solution for leisure and business travellers who need to arrive at their destination quickly and safely.

Ong added, “Our web check-in facility is also a boon to travellers as it allows them to check-in at their convenience from their home or office and print out their boarding passes. Time saved at the airport by skipping the check-in queue allows passengers to spend more time at their destination.

“Passengers will find our flight times ideal for both business and leisure travel alike. The first flight departs Kota Bharu at 8.30am and arrives in Johor Bahru at 10.10am, providing passengers plenty of time at their destination. Similarly flights out of Johor Bahru arrive in Kota Bharu at 12.10pm, which is ideal for hotel check-in. Besides domestic travellers, we’re also targeting Singaporeans keen on visiting Kota Bharu and other parts of the East Coast,” he said.

On its return flight today, FY2232 departed from Senai International Airport at 10.30am and landed at Sultan Ismail Petra airport in Kota Bharu at 12.10pm. Passengers were given a warm reception and presented with goodie bags by Kelantan Deputy Secretary of State (Management), Dato’ Haji Ismail Bin Samah, Tourism Malaysia Kelantan Director, Zurina Abdul Samad and Assistant Chief Secretary, Tourism & Culture Kelantan, Nik Mohd Hasanuddin Nik Hussain. The load factor on this flight was 80 per cent.

YOUR COMMUNITY AIRLINE



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To further promote this route and others on Firefly's network, the airline is currently running an online promotion for bookings made up to 6 May 2012 for travel from 7 May to 30 June 2012.

Airfares are:

From RM75 one way all- in, for the following domestic routes:

Kota Bharu – Johor Bahru;

Penang-Langkawi; Penang-Kota Bharu; Penang-Kuantan; Subang-Penang; Subang-Kota Bharu; Subang-Langkawi, Subang-Kuala Terengganu; Subang-Johor Bahru and Subang-Alor Setar.

Airfares to regional destinations are from RM175, one way, all in, between **Subang-Batam** and Subang-Singapore.

To promote Firefly's latest route between Kota Bharu-Johor Bahru, the airline will be participating at Matta Fair in Kota Bharu Mall from tomorrow until 29 April 2012. This is an excellent opportunity for walk-in customers to take advantage of the online promotional fares which will also be offered to customers who visit the Firefly booth during the fair.

Flight schedule, effective today

Kota Bharu – Johor Bahru/ Johor Bahru – Kota Bharu

Flight No	Route	Departure	Arrival	Flight Time	Days
FY2231	Kota Bharu – Johor Bahru	8.30am	10.10am	1 hr 40 min	Tues, Thurs, Sun
FY 2232	Johor Bahru – Kota Bahru	10.30am	12.10pm	1 hr 40 min	Tues, Thurs, Sun

Background on Firefly

Firefly, a wholly owned subsidiary of Malaysia Airlines, began operations in April 2007. Currently, it operates a fleet of 12 ATR 72-500 turboprop aircraft out of Penang and Subang, connecting secondary destinations within the Indonesia-Malaysia-Thailand Growth Triangle as well as providing air linkages between Malaysia and Singapore.

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Firefly provides incredible value as well as convenient flight timings and excellent service to its passengers. On the ATR 72-500, passengers are allowed 20kg check-in baggage allowance, provided complimentary in-flight refreshment, assigned seating and convenient city airports.

Firefly had also received numerous awards and recognition. The most recent was on April 24, 2012 when Firefly was accorded Putra Most Promising Brand of the Year by Putra Brand Awards. Five months prior to this, on November 15, 2011, Firefly was conferred "Superbrand" status. Other awards received include the 2010 Frost & Sullivan Value Airline of the Year award and the Green Initiative of the Year 2010 award by Leaders in Aviation in conjunction with the Doha Aviation Summit. Firefly is also recognised as the Best Brand in Aviation for the Brand Laureate.

Firefly connects with the world through Facebook and Twitter.

Issued by:

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