



FlyFirefly Sdn Bhd (346606-K)

3rd Floor | Administration Building 1 | MAS Complex A | Sultan Abdul Aziz Shah Airport | 47200 Subang | Selangor Darul Ehsan | Malaysia
Phone +603 7845 4543 | Fax +603 7846 6461 | www.fireflyz.com.my

25 JUNE 2011

Press Release

For Immediate Release

Firefly to operate Kuala Lumpur – Sibul route effective July 1

SUBANG – Firefly, a fully owned subsidiary of Malaysia Airlines, will gradually take over Kuala Lumpur – Sibul route from Malaysia Airlines, its code share partner, from July 1.

Firefly will continue to offer the same twice daily services as Malaysia Airlines which will withdraw from this route effective August 1.

Firefly's managing director, Dato' Eddy Leong, said: "We have an agreement with our code share partner, Malaysia Airlines, that we would operate this route utilising our B737-800 aircraft and will continue to provide connectivity to other Malaysia Airlines routes and services.

"We also took into account the needs of business and leisure travellers and scheduled our flight timings accordingly.

"Travellers can purchase flights from Firefly's website and other distribution channels such as our call centres and ticketing offices in the airports and in the cities. Travel agents also have the option of making purchase through the Global Distribution System listed under MH9000 series.

"We are fully aware of the concerns of travellers and travel agents from Sibul on the unavailability of passenger and baggage through-check for those with onward journey with Malaysia Airlines and vice versa and are working towards addressing this.

"On September 1, our departure control system upgrade which will allow passengers to through-check their baggage on multiple flights to their final destination will be operational. We will be able to offer all our passengers seamless travel with Malaysia Airlines on all departure points and end destinations.

"Unfortunately, for the interim period until the upgrade is completed, passengers on the Kuala Lumpur - Sibul flight with onward journeys on Malaysia Airlines will have to bear the inconvenience of checking out and recheck-in at the check-in counter.

"The good news is that we offer guaranteed lowest fares. This translates to cost savings when travellers on the Kuala Lumpur – Sibul route choose Firefly.

"Additionally, they can opt for more savings when they purchase our bundled sets of services which include in-flight meals, seat selection and checked baggage allowance.

YOUR COMMUNITY AIRLINE



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“Seasonal travellers on Kuala Lumpur – Sibul route will be happy to note that they will continue to enjoy the same benefits they were used to on Malaysia Airlines as we will continue to offer premium facilities such as aerobridges for their comfort and safety.”

FLIGHT SCHEDULE

Kuala Lumpur – Sibul / Sibul – Kuala Lumpur

Effective 1 July 2011

Flight No	Route	Departure	Arrival	Flight Time
FY 660	KUL/ SBW	07:20	09:15	1:55
FY 664	KUL/ SBW	18:40	20:35	1:55
FY 661	SBW/ KUL	09:45	11:35	1:50
FY 665	SBW/ KUL	21:05	22:55	1:50

Background on Firefly

Firefly began its operations in 2007 and currently operates a fleet of 10 ATR 72-500 turboprop, four B737-800s and one B737-400s. The ATR 72-500s operate out of Penang and Subang. The B737-800s operate out of Kuala Lumpur and Kota Kinabalu while the B737-400s operate out of Johor Bahru.

Firefly services include point-to-point connectivity, aligning with the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) agenda that offer services within Malaysia, Thailand, Indonesia and Singapore.

Firefly offers low fares, providing incredible value as well as convenient flight timings and excellent service to its passengers. On the ATR 72-500s, passengers are allowed 20kg check-in baggage allowance, provided complimentary in-flight refreshment, assigned seating and city airports as our hubs. With the Jet services, passengers are guaranteed lowest fares and savings on bundled sets of services and aerobridge facilities at all airports Firefly flies to.

Firefly has received the following awards:

*2010 Frost & Sullivan Value Airline of the Year;

*Green Initiative of the Year 2010 award by Leaders in Aviation in conjunction with the Doha Aviation Summit 2010.

*Firefly is also recognised as the Best Brand in Aviation for the Brand Laureate 2010.

Firefly is proud to be the first company in Malaysia and the second airline in the world to have a page on Foursquare, the location-based social network that enables travellers to discover useful travel tips near their airports or destinations. For more interesting facts and tips, visit <http://foursquare.com/flyfirefly> to meet up with friends, discover new places and unlock rewards as you travel.

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Firefly also connects with the world through Facebook and Twitter.

Issued by:

Marketing & Communications Department, Firefly

For enquiries, please contact:

Kalpana Deva

DID:03-78402250

Email: kalpana.devasagayam@malaysiaairlines.com

S.Puvaneswary

DID:03-78634911

Email: puvanes.selvadurai@malaysiaairlines.com

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