



FlyFirefly Sdn Bhd (346606-K)

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Phone +603 7845 4543 | Fax +603 7846 6461 | [www.fireflyz.com.my](http://www.fireflyz.com.my)

**25 MAY 2011**

**Press Release**

***For Immediate Release***

**Firefly adds three daily return flights on the Kuala Lumpur – Kuching route  
from June 1**

*More choice of flight timings for travellers*

*75% increase in seat capacity on the KL-Kuching- KL route*

KUALA LUMPUR - Firefly, Your Community Airline, had recently taken delivery of its fourth B737-800 aircraft which will be used on the Kuala Lumpur – Kuching – Kuala Lumpur route from June 1. This additional aircraft will increase frequency on this route from four to seven times daily.

Firefly's managing director, Dato' Eddy Leong, said: "We decided to utilise the new aircraft on this route due to good demand. Since we started operating this route on January 15, the weekly load factor has averaged 75 per cent. It makes good business sense to add capacity. The three additional daily return flights out of Kuala Lumpur to Kuching from June 1 will also provide travellers with more departure choices.

"Passengers flying on Firefly will enjoy incredible value with low fares, as we offer savings of up to 20% with our seamless holistic approach. These low fares signify our company's commitment to better serve the community and provide discerning travellers greater choice and incredible value for money. With our jet services, we offer aerobridge facilities at all airports we fly to, including on this Kuala Lumpur – Kuching – Kuala Lumpur route."

**YOUR COMMUNITY AIRLINE**



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## FLIGHT SCHEDULE

### Kuala Lumpur – Kuching/ Kuching – Kuala Lumpur

Flight No	Route	Departure	Arrival	Flight Time
FY 602	KUL/ KCH	7.10am	8.55am	1 hour 45 min
FY 604	KUL/ KCH	8.10am	9.55am	1 hour 45 min
FY 608	KUL/ KCH	11.45am	1.30pm	1 hour 45 min
FY 612	KUL/ KCH	1.05pm	2.50pm	1 hour 45 min
FY 622	KUL/ KCH	4.20pm	6.05pm	1 hour 45 min
FY 624	KUL/ KCH	5.30pm	7.15pm	1 hour 45 min
FY 630	KUL/ KCH	8.45pm	10.30pm	1 hour 45 min
FY 601	KCH/ KUL	9.25am	11.05am	1 hour 40 min
FY 603	KCH/ KUL	10.25am	12.05pm	1 hour 40 min
FY 607	KCH/ KUL	2.00pm	3.40pm	1 hour 40 min
FY 611	KCH/ KUL	3.20pm	5.00pm	1 hour 40 min
FY 621	KCH/ KUL	6.35pm	8.15pm	1 hour 40 min
FY 623	KCH/ KUL	7.45pm	9.25pm	1 hour 40 min
FY 629	KCH/ KUL	11.00pm	12.40am	1 hour 40 min

### Promotional fares Kuala Lumpur – Kuching/ Kuching – Kuala Lumpur

Booking period from 26 May – 31 May 2011

Travelling period from 1 June – 29 October 2011

All-in fares from

**RM29** one way

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## 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 won 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 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. Firefly also connects with the world through Facebook and Twitter.

For further information about this release, please contact S. Puvaneswary  
([puvaneswary.sselvadurai@malaysiaairlines.com](mailto:puvaneswary.sselvadurai@malaysiaairlines.com)) of Marketing & Communications  
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YOUR COMMUNITY AIRLINE