



PRESS RELEASE

**Alitalia and Air One at the Italian Tourism Exchange
New features of the summer season 2010 presented**

Milan, 18 February 2010 - Marco Sansavini, Director of Sales, Distribution and Customer Care for Alitalia, Lorenzo Caporaletti, Manager of Air One Malpensa and Marco D'Ilario, Manager of Sales Italy for Alitalia, today at the Italian Tourism Exchange (BIT), presented the new features of Alitalia's 2010 summer schedule and Air One's new service from Malpensa.

With the new summer schedule (that will take effect on 28 March), the Alitalia Group will fly to 82 destinations with 140 routes and approximately 2500 weekly frequencies, increasing the number of seats available per kilometer flown (ASK) by 5.5% compared to the 2009 summer season.

Starting on 28 March, the Alitalia Group will provide service to 14 intercontinental destinations, 40 international destinations and an even wider coverage of the domestic network with 28 destinations served.

The main new features of the Alitalia Group's summer network are the following:

- Two new exclusive intercontinental service routes: Milan Malpensa-Miami (3 weekly frequencies, starting on 3 June) and Rome Fiumicino-Los Angeles (5 weekly frequencies, starting on 5 June), thanks to which Alitalia will be the only company to offer direct service from Italy to Florida and the East and West coasts of the United States;
- An increase in the frequency of flights between Rome Fiumicino and Tokyo Narita (two further weekly frequencies starting on 5 June, for a total of 9 weekly frequencies). Alitalia affirms itself as the main carrier also to Japan for service provided, with 16 weekly frequencies and service from Rome and Milan;
- Two new international service routes from Rome Fiumicino- to Malaga (7 weekly frequencies) and Vienna (14 weekly frequencies), starting on 28 March;
- Seasonal routes from Rome Fiumicino and Milan Linate to Lampedusa and Pantelleria (from June to September);
- The reestablishment of Venice-Cagliari service (4 weekly frequencies);
- Air One's innovative service from Malpensa to 9 domestic destinations (Bari, Brindisi, Naples, Lamezia Terme, Catania, Palermo, Trapani*, Alghero* and Olbia*) and 5 international (Cairo, Tunis, Tirana, Palma de Mallorca* and Ibiza*).

* *New destinations*

From and to Malpensa, the new *Smart Carrier* Air One will offer service at extremely competitive prices but with a level of service superior to that of low-cost carriers. In fact, passengers will receive, without additional charges, seat booking, baggage check-in, MilleMiglia miles, web and airport check-in, with the possibility of purchasing tickets both directly- on the new Internet site: www.flyairone.it and the dedicated call center (at the number 199.20.70.80) – and through travel agencies.

Fares will start at €25 for domestic flights and €69 for international ones. The network of destinations will grow quickly, with 10 new service routes (9 of which international) already in 2011.

Air One will provide service out of Malpensa with more than 200 flights weekly (250 in July and August) with a fleet of 5 of the latest generation Airbus A320, with seating for 180 passengers.

Thanks to the new integrated service, the Alitalia Group forecasts that it will double passenger traffic at Malpensa in three years: from 1.5 million in 2009 to 3 million in 2012.

In 2010, the Alitalia fleet will receive delivery of 10 new Airbus A320 (for short and medium haul service) and the first two new Airbus A330 that the company will station in Malpensa starting in June for intercontinental flights.

The new A330 will be Alitalia's top-of-the-line aircraft, thanks to a completely restyled cabin that will have two new important features:

- The new "Magnifica" Business Class, with the latest generation fold-flat seats and the highest quality in-flight service, an expression of refinement and Italian style;
- The new Premium Economy, cabin class between Economy and Business, that will allow passengers to enjoy more in-flight comfort thanks to more leg room and special seats as well as more airport and in-flight services. Passengers will be able to purchase the new Premium Economy starting in March.

Alitalia has also presented a new line of products dedicated to corporate customers (large companies, SMB and professionals) and new solutions for travel agencies.

Its corporate customers- 750 large Italian companies- can choose from a wide range of dedicated services and a network of global destinations, also thanks to the joint commercial agreements that include Alitalia and its partners Air France/KLM and Delta.

The "Subscription Card" is Alitalia's new product dedicated to Small and Medium Businesses and professionals. The card allows them to purchase tickets with discounts from 10% to 15% for flights on Alitalia's entire domestic network. The "Subscription Card" joins other specific products for corporate customers such as, for example, the "RomeMilanRome Carnet" (dedicated to those who fly frequently between Rome Fiumicino and Milan Linate, or viceversa) , the "Carnet Italia" (for those who travel frequently between two cities in Italy) and "AliCorporate" (the product dedicated to companies that spend between €10,000 and €100,000 yearly for travel with Alitalia).

Alitalia has also dedicated its new Internet site www.alitalitrade.it to "non IATA" travel agencies, thanks to which travel agencies can have a direct and advantageous relationship with Alitalia's business units. They will be able to easily access all new products that the Company will present in the coming months.

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