



PRESS RELEASE

**Alitalia introduces the new “World News” and “Connecting Flights” services**

*Rome, 22 January 2010* – Starting today on selected aircraft of the Alitalia fleet, there are two new services available: “World News” and “Connecting Flights”.

Through the “World News” service, a daily newscast will be transmitted on the in-flight entertainment system. The newscast - produced by AGI, Agenzia Giornalistica Italia, one of the most important national newswires - will include lifestyle, business, current events and sports, in Italian and English. It will be updated every 10 minutes.

Alitalia is among the first airlines in the world and the first in Europe to provide this in-flight service in real-time, thanks to which passengers can keep abreast of the main news worldwide while in flight.

The “Connecting Flights” service, instead, provides passengers with important information on Group Alitalia connecting flights in its Rome Fiumicino, Milan Malpensa and Milan Linate airports. The service is available during the 30 minutes prior to landing and shows the connecting flight number, destination, departure time, and planned departure gate. This service provides passengers with timely and exhaustive information, facilitating airport transit and allowing them to ask onboard flight personnel for help if they need it.

In the next two weeks, the services will be available on 37 long, medium and short range aircraft of the Alitalia fleet, and then, progressively, on the other aircrafts.

The two services announced today represent an important step forward in Alitalia’s relationship with its customers and are part of a broader strategy of providing improved in-flight entertainment services.

Thanks to the most modern technologies, that permit increasing passenger comfort and in-flight and ground service efficiency, Alitalia in recent months has already introduced several new services operational such as in-flight video on selected aircrafts, the Mobile Check-In service (that allows receiving the boarding card on the passenger’s cell phone with Internet access) and free, unlimited WiFi in the VIP lounges.

For information to the media:

Paolo Di Prima

Alitalia – Media Relations Manager

Tel. 06-65681817

Email. [diprima.paolo@alitalia.it](mailto:diprima.paolo@alitalia.it) – [ufficio.stampa@alitalia.it](mailto:ufficio.stampa@alitalia.it)