



PRESS RELEASE

ALITALIA AND AIR ONE INTRODUCE A NEW WAY TO FLY BETWEEN MILAN AND ROME

Milan, 25 March 2009 – Today Alitalia and Air One introduce a new way to fly between **Milan and Rome**, thanks to main updates on the connections between the two cities and the launch of new personalised services, dedicated to passengers travelling on this route.

NEW SERVICES FOR ALL PASSENGERS ON THE MILAN LINATE – ROME FIUMICINO ROUTE

Alitalia confirms itself as the main carrier connecting the two cities. Every day there are 44 flights on offer, with departures every **15 mins** at peak times.

Alitalia offers a timetable tailor-made for business clients to easily fly out and back on the same day, with new services designed to speed up all airport operations both before and after the flight and to significantly reduce travel time to/from the city centre. Furthermore the Company has personalised the on-board service and introduced a clearer pricing structure.

New ground services

Alitalia and Air One offer their Linate-Fiumicino passengers the following services:

- flights operated with the Alitalia code only to simplify the service, so that all passengers can check-in and use ticketing services at Alitalia desks (from 1 April)
- dedicated check-in desks at Linate and Fiumicino airports with ticket office located near the security checkpoints
- dedicated security checkpoints at Linate for Club Freccia Alata Plus, Club Freccia Alata and Club Air One Welcome clients (soon to be extended to all passengers flying to Fiumicino)
- dedicated security checkpoints at Fiumicino for all passengers flying to Linate
- personalised gates with reserved lanes dedicated to Top Clients
- increased use of boarding bridges
- multifunctional areas by the boarding gates, dedicated to assistance, check-in, waiting list management, flight changes and ticketing
- special travel packages inclusive of flights and chauffeur driven rentals (NCC and Limousine) that can be booked online at www.alitalia.it or by contacting the Call Centre on +39 06 2222

- reserved parking at the airport, already available at Fiumicino (opening soon at Linate) that can be booked online at www.alitalia.it, and shortly by contacting the Alitalia Call Centre on +39 06 2222.

Simpler fares and competitive prices

Introduction of a new simpler fare structure using just four price categories:

- **Libera (Free):** grants maximum flexibility with refunds and booking changes without penalty;
- **Comoda (Comfortable):** offers flexibility on refunds and booking changes at a charge
- **Facile (Easy):** gives some flexibility regarding booking changes (usually allowed at a charge) but no refunds
- **Promo (Promo):** especially created for price sensitive people who don't require flexibility to modify their travel arrangements

Furthermore, to allow more flexibility planning the journey, Alitalia has introduced new very competitive *one way* business fares, starting from 195 euro all inclusive.

Personalised on-board service

Dedicated catering is offered on Linate – Fiumicino flights, with fresh croissants for breakfast in the morning and aperitif in the evening.

These innovations are just the first step to enhance the service on the Linate – Fiumicino route, to make it more competitive and tailor made for all frequent travellers between Milan and Rome. Alitalia and Air One will gradually introduce important innovations throughout 2009 to:

- further reduce the total travel time speeding up airport operations
- develop new pricing products and “subscription packages” for frequent travellers
- continuously improve and personalise on-board and ground services

Summer Network 2009

With a total of 74 destinations, of which 25 Italian domestic, 36 international and 13 intercontinental, Alitalia will continue to offer through the summer a comprehensive coverage of the domestic market, with 1689 weekly frequencies (+ 7,6% compared to the winter season) and a wide range of international and intercontinental connections with 860 weekly frequencies (+ 9.3% compared to the winter season). Furthermore, the Company will open new routes in Italy and abroad.

Alitalia main carrier for Milan and Lombardy

Even for the 2009 Summer season Alitalia remains the main carrier on the Milan market in terms of seats offered and weekly frequencies towards national and international destinations.

Alitalia is the only Company linking the three airports within the Milan area (Linate, Malpensa and Orio al Serio) with 40 destinations, of which 13 Italian (with 658 weekly frequencies) and 27 international destinations (with more than 280 weekly frequencies) for a total of 939 weekly frequencies.

From 29 March Alitalia introduces even more services from Milan:

- daily Linate-**Paris Only**
- daily Linate-**Bucharest**
- daily Linate-**Warsaw**
- from Malpensa up to three weekly flights to **St Petersburg**
- from Linate 2 new seasonal connections towards the islands of **Pantelleria and Lampedusa**

Increase of frequencies on routes already served:

- from Linate: 1 extra daily flight to Alghero, Brindisi, Cagliari, Catania and Lamezia Terme; increase of frequency to Amsterdam with two daily flights also during the week-end
- from Malpensa: Istanbul and Tirana flights become daily
- from Orio al Serio: 1 extra daily flight to Rome Fiumicino

New fleet. Alitalia-Air One a step ahead towards environmental sustainability

The Alitalia industrial plan sees a progressive renewal of the fleet serving medium and long-hauls destinations, with the introduction of 90 Airbus 320 by 2013, 28 of which already operational and due to increase to 40 by the end of 2009.

These aircrafts, using the latest technology and equipped with individual screens on each seat, will help reduce the impact on the environment, as per international best practice:

- **-40% of emissions dangerous** for the environment compared to the current international standards
- **reduction of fuel consumption** (-30% compared to MD80s which are being phased out) and subsequent reduction of harmful emissions
- **decreased noise pollution**: -6 Decibel compared to MD80s which are being phased out

The new “greener” aircrafts will be recognisable by the green “**Environmentally Friendly**” **Company** logo on the body of the aircraft.

These new planes will serve international and Italian domestic destinations, especially on the Milan-Rome route.

The fleet used on intercontinental routes will also be renewed thanks to the introduction of 14 new Airbus 330 within the next 3 years.