



PRESS RELEASE

**Alitalia's Terminal 1 at Rome Fiumicino presented today,
along with the new brand *RomaMilano - MilanoRoma***

Rome, 27 October 2009 – The Chairman of Alitalia, Roberto Colaninno, and the CEO, Rocco Sabelli, today presented Alitalia's Terminal 1 at Rome Fiumicino airport for domestic flights and international destinations in EU countries (Schengen area).

The event was attended by the Undersecretary to the Presidency of the Council, Gianni Letta; the Minister for Infrastructures and Transport, Altero Matteoli; the President of ENAC, Vito Riggio; the President of the Senate Commission for Infrastructures, Transport and Telecommunications, Luigi Grillo; the President of the Rome Province, Nicola Zingaretti; the Mobility Councillor for Rome Municipality, Sergio Marchi; the President of ENAV, Luigi Martini; the mayor of Fiumicino, Sergio Canapini; and the General Manager of Rome Airports, Franco Giudice.

From today, Alitalia has its own airport terminal, putting the Company on a par with other international airlines. Terminal T1 at Rome Fiumicino airport is well signed and instantly recognizable thanks to a large-scale communications campaign – under the slogan “*Alitalia al Lavoro per Te*” (Alitalia is working for you) – regarding the many new products and services introduced by Alitalia since its relaunch in January 2009.

Terminal 1 at Fiumicino's “Leonardo da Vinci” airport now hosts check-in operations for all Alitalia flights to domestic and European destinations (Schengen area) as well as code-sharing flights to France and Holland with our partners Air France and KLM. Check-in operations for Alitalia flights to destinations outside Europe (Schengen area) will continue to be carried out at Terminal 3.

During today's event, the new product *RomaMilano – MilanoRoma* was also presented. This highly innovative brand will characterise the new offer and all the services for flights between Rome Fiumicino and Milan Linate, starting with new dedicated areas for check in and security controls, enabling passengers to cut down on the time required to reach the boarding gate.

On the Rome-Milan-Rome route, Alitalia provides more than 70 flights a day, with a frequency of one every 15 minutes at the busiest times, including 15 flights arriving by 9.30 hrs in Rome and Milan, as well as schedules designed to enable travellers to make roundtrip journeys in one day.

The investments made and the actions that Alitalia has taken to renew the offer and improve the service on this route have produced significant results, not only in terms of punctuality and regularity of flights, but also in terms of customer satisfaction. These results confirm the decisions taken and the wide-ranging new approach to this route, which include:

- fast-track check-in and security checkpoints;
- personalised boarding gates;
- increased use of boarding fingers;
- dedicated fleet of latest generation Airbus A320s;
- dedicated fares, designed for professionals and SMEs.



In the next two or three years, terminal T1 will also take on the remaining Alitalia flights (international and intercontinental) leaving from Rome. At the same time, for the Rome-Milan route, Alitalia will continue to bring in new services to improve the comfort and convenience of flights.

For more info:

Paolo Di Prima

Alitalia – Head of Media Relations

Tel. 06-65681744 - Cell. 335-8103531

Email: diprima.paolo@alitalia.it – ufficio.stampa@alitalia.it