

Press Release

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ASIA'S BOUTIQUE AIRLINE
Exclusive Service to Exotic Gems



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Bangkok Airways announces latest strategy with “FLYER PASS”

A breakthrough innovation for smart travel

Bangkok / 15 July 2009 – Bangkok Airways today launches “FLYER PASS”, the first prepaid ticket pack designed to provide new travel solution and value for money travelling. The launch is held at Lecture hall, The Campus, Grand Hyatt Erawan.

FLYER PASS is divided to 4 smart packs which are; *Fun, Fusion, Fancy* and *Freedom*. Each card consists of 4 flights to fly between the card’s designated destinations. FLYER PASS is the only one of its kind, especially designed to provide a clever travelling solution with a starting all inclusive airfare of 9,000 baht. FLYER PASS is available for online booking via [www.bangkokair.com/FLYER PASS](http://www.bangkokair.com/FLYER_PASS) and through Bangkok Airways Call Center 1771.

M.L. Nandhika Varavarn, Vice President, Corporate Communications commented, “the airline industry has been badly hit by the world’s economic crisis, we, as a private sector, are collaborating with the government in order to revive the country’s tourism state. We are foreseeing the tendency for some expansion of the industry by the second half of the year considering a very positive response we have

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received from our recent campaigns and promotions. And today, we are delighted to introduce the latest innovation in travel industry with our FLYER PASS, a travel card that offers great value and freedom to travel which is expected to stimulate and motivate the market. Moreover, we believe we can see the industry's direction from the use of the card."

Khun Chonlada Chevathakorn, Senior Sales Director said, "The clear advantage of FLYER PASS is that it is the first and the only card that allows holder to reserve seat for themselves or anyone online as well as through our call center. Moreover, the route can be changed up to 3 times at no extra cost and the card has a lifetime of 1 year (until July 31, 2010). FLYER PASS can also be purchased as a gift for all occasions thus it is today's must-have travel gear for trendy lifestyle."

"FLYER PASS will be available at all Bangkok Airways offices and at travel agents and will be sold for the first time at Bangkok's upcoming travel events; "Siam Paragon The Ultimate Dream Destination", held during 17-26 July at Siam paragon and at "Amazing Thailand Grand Sale", held during 30 July-2 August at Queen Sirikit National Convention Center. At both events, we will offer 25% discount for all packs and for those who purchase with KTC credit card or Citibank credit card will have 5% discount on top", added Khun Chonlada.

FLYER PASS type

<u>Type</u>	<u>Price</u>	<u>Designated Destination</u>
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FLYER PASS-Fun	9,000 baht	Bangkok-Chiang Mai, Bangkok-Sukhothai, Bangkok-Krabi, Bangkok-Phuket, Bangkok-Trat, Samui-Krabi, U-Tapao-Samui, U-Tapao-Phuket, Samui-Phuket
FLYER PASS-Fusion	12,9 0 0 baht	Bangkok-Samui, Bangkok-Ho Chi Minh, Bangkok-Phnom Penh, Bangkok-Yangon, Chiang Mai-Samui
FLYER PASS-Fancy	1 9 ,5 0 0 baht	Bangkok-Siem Reap, Bangkok-Luang Prabang, Bangkok-Guilin, Bangkok-Xi'an, Samui-Hong Kong, Samui-Singapore
FLYER PASS-Freedom	2 9 ,0 0 0 baht	Bangkok-Hiroshima, Bangkok-Maldives

Reservation procedure via www.bangkokair.com/FLYER PASS

1. Go to www.bangkokair.com/FLYER PASS
2. Select pass type
3. Enter FLYER PASS serial number and PIN number
4. Select flight
5. Enter passenger information
6. Confirmation and receive e-Ticket



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About Bangkok Airways Co., Ltd.

Bangkok Airways (www.bangkokair.com), with the *ASIA'S BOUTIQUE AIRLINE* slogan, is the first private airline established in Thailand since 1968. Taking off daily with about a hundred flights per day from Bangkok's Suvarnabhumi Airport, Bangkok Airways flies travelers from around the world to more than twenty exquisite destinations across Thailand and Asia. To name a few; Samui, Phuket, Trat (Koh Chang), Maldives are amongst the hottest beach selections; whilst Sukhothai, Luang Prabang, Siem Reap (Angkor), and Hiroshima are of the world heritage personalities, each of which possesses her unique flair.

Bangkok Airways is the only airline in Asia that has won the Skytrax' **Best Regional Airline** for 6 consecutive years since 2004. As a member of the Pacific Asia Travel Association (PATA), Bangkok Airways continues to provide comfort at an uncompromised safety standard to all passengers towards the region's tourism sustainability.

Presently, Bangkok Airways' fleet consists of 21 aircraft; nine ATR 72s, two Boeing 717-200s, three Airbus 320s, and 7 Airbus 319s

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