



The Sky's the Limit for New Airline

23 October 2008

Australia's newest airline will bring a touch of class and a new level of service to the skies.

Launched today, Strategic Airlines will create 100 new jobs in its first year of operation.

The brainchild of Australia's largest charter brokerage firm in Australia – the Strategic Aviation Group - Strategic Airlines will lead the way in charter services.

It will offer innovative and flexible air travel to the contract charter market and tour operators, as well as the capacity to support major airlines when it takes to the skies in 2009.

Strategic Aviation Group executive director Michael James said the launch marked a new chapter in Australian and international aviation history.

"Strategic Airlines meets a distinct need in the charter airline market not only in Australia, but around the world," Mr James said.

"The industry needs an airline that is innovative, flexible and responds to the needs of its customers – Strategic Airlines is putting the concept of service back into the airline industry."

The airline will launch with an Airbus A330-300, which Mr James said was one of the safest aircraft in aviation history. The Airbus will have the flexibility of being able to be configured with business, premium economy and economy seats and will support Strategic Airlines' access to a range of planes to meet customers' needs.

Strategic Aviation Group executive director Shaun Aisen said the company's position as the largest charter brokerage firm in Australia positioned it perfectly to launch a new airline – even in a turbulent economic climate.

"We have proven, existing contracts which we are looking to evolve as part of our exciting new venture with Strategic Airlines," Mr Aisen said. "Our launch of a new airline is not a speculative decision – we're not selling tickets, we're building on a proven track-record in the industry."

Newly appointed Strategic Airlines chief executive officer David Blake said he was pleased to be heading up a new airline that came from a solid foundation. "The marketplace is very receptive to an airline such as ours and we have a great opportunity to explore a niche market," Mr Blake said.

Mr James said the airline planned to explore new opportunities in untapped markets and on underserved routes. "In the current economic climate, our proven ability to rise above those conditions is a signal we have the formula right," Mr James said.

*Strategic Airlines is subject to regulatory approval.

All media enquires please contact:

Jess Hannan – Marketing and PR Officer

Ph: 07 3391 5511 ext 116 or 0410 583 741

Email: media@flystrategic.com

www.flystrategic.com

BRISBANE OFFICE 2 Maynard Street, Woolloongabba, Queensland 4102 TEL +61 7 3391 5511 FAX +61 7 3391 1151

MELBOURNE OFFICE PO Box 25, Central Park, Victoria 3145 TEL +61 3 9500 1300 FAX +61 3 9500 1855

ACN 059 547 723 ABN 80 059 547 723

