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PR contact: Ireen Heinrich, AVIAREPS AG, Landsberger Str. 155, 80687
Munich, GERMANY

E-mail: press@aviareps.com, Phone: +49 (0) 89 – 55 25 33 288

***Israil Airlines: New sales and ticket office in
Germany through AVIAREPS***

*Private Israeli airline further expands network and sales force in
Europe*

*Development of German route during summer season: Berlin
SXF-Tel Aviv thrice weekly as of 31 March 2010*

5 January 2010

Israil Airlines has now opened a new sales and ticket office in Germany. To represent it, the private Israeli airline has again chosen AVIAREPS, the world's leading General Sales Agent (GSA). Only in September last year, the two companies started their promising cooperation for the Italian market. With immediate effect, the professional German AVIAREPS team is taking on responsibility for sales and bookings on behalf of Israil Airlines in the newly contracted market.

For more than five years, Israil Airlines has been offering its passengers flights from Berlin SXF (Germany) to Tel Aviv. Currently they depart every Monday and Friday, but during this year's summer schedule the connection will be extended with a third frequency on Wednesdays – starting on 31 March 2010. Israil Airlines further operates a new bi-weekly connection from Basel (Switzerland) to Tel Aviv on Monday and Wednesday.

The Israeli airline also provides domestic flights to Eilat, the fascinating world-renowned tourist resort on the Red Sea, which is still little known to Germans. To reach the city, customers can use the special shuttle service: the airline provides 35 flights a week from Tel Aviv Ben Gurion International Airport to and from Eilat. Another 120 weekly flights are offered from Tel Aviv's National Airport (Yafo SDE DOV) and back. All international flights are operated with modern Airbus A320 aircraft.

Israir Airline was founded in 1996 and started its activities with domestic flights to and from Eilat, Tel Aviv and Haifa. The young and modern airline soon increased its offerings from domestic to international flights, mainly concentrating on Europe and the Mediterranean Basin. At present the airline operates flights to over ten countries worldwide.

The private carrier focuses on flight safety and continues to offer the highest possible level of quality in state-of-the-art aircraft. Setting a milestone in Israeli aviation history, Israir Airlines was the first carrier to replace its old Boeing 757s with new and modern Airbus aircraft. The current fleet now consists of six aircraft including two Airbus A320s and four ATR42s. During 2010, Israir Airlines will enlarge its fleet with two new Airbus A320s.

Contact for more information:

AVIAREPS Germany

Hessenring 32,
D-64546 Moerfelden-Walldorf, Germany

Phone Sales: +49 (0) 6105 2060-91
Fax Sales: +49 (0) 6105 2062-35
E-mail Sales: SalesGer.Israir@aviareps.com

Phone Reservation: +49 (0) 6105 2060-90
Fax Reservation: +49 (0) 6105 2060-98
E-mail Reservation: InfoGer.Israir@aviareps.com

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About AVIAREPS

Founded in Germany in 1994 with an extensive office network in over 30 countries, the AVIAREPS Group is the world's leading airline and tourism management company with over 70 airlines and 85 tourism clients in its portfolio. In addition to its core businesses, passenger GSA services and tourism marketing, clients can also choose from the successful company divisions public relations, advertising, IT solutions, financial services and airport marketing. For further information, please refer to www.aviareps.com or follow us on twitter http://twitter.com/Aviareps_Group

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