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***AVIAREPS relocates to new headquarters in the
heart of Munich***

*Move to modern offices in downtown location / Aviation and
Tourism divisions now under one roof*

12 January 2011

AVIAREPS has moved. Employees at the headquarters in Munich can now be reached at the company's new home direct in the city centre. After eleven years, management and staff at the world's leading airline and tourism representation company have left their former premises in Landsberger Strasse, moving nearer to the centre of the Bavarian capital. The new premises occupy the top two floors of a modern office building in Josephspitalstrasse 15 in the direct vicinity of Karlsplatz/Stachus and the Central Station, where they offer not just more space, with 1,100 m², but are also faster and easier to reach for customers.

Headquarter staff currently numbering 37 perform central administrative tasks and provide support for more than 20 aviation and tourism customers whose German representation is taken care of by AVIAREPS in Munich. Besides board members Michael Gaebler (Founder and CEO), Rainer Kothe (CFO), Edgar Lacker (Executive Vice President Europe) and Thomas Drechsler (COO Tourism) the Group Management, HR, Accounting, Public Relations, Marketing, Sales and Reservations departments are all located in the Bavarian capital. The staff at the company's subsidiary AVIANET are responsible for IT services.

The relocation to new premises means that the two divisions, Aviation and Tourism, will now be moving closer together since the subsidiaries AVIAREPS Tourism GmbH and AVIAREPS Tourism Public Relations (formerly: News PLUS Communications + Media GmbH) will be operating out of the new office in Josephspitalstrasse with immediate effect.

In addition to its headquarters in Munich, AVIAREPS also operates a second German office in Frankfurt am Main. The 75-strong team there runs local sales and reservations operations for more than 20 airlines. With its subsidiaries in 30 countries, AVIAREPS has created an international network of local offices and currently looks after more than 80 aviation and up to 90 tourism customers around the world.

“Innovation, quality and growth are AVIAREPS’ three driving principles and are reflected in our new headquarters. By bringing together our subsidiaries AVIANET, AVIAREPS Tourism and AVIAREPS Tourism Public Relations in this sensible way our customers will in future reap even greater benefits from the synergy effects and our bundled industry expertise,” states founder and board chairman of AVIAREPS, Michael Gaebler.

As a result of the relocation, the contact details for AVIAREPS’ headquarters in Munich have changed as follows:

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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 80 airlines and up to 90 tourism clients in its portfolio. In addition to its core businesses, passenger GSA services and tourism marketing, clients can also avail themselves of services by the company's successful public relations, advertising, IT solutions, financial services and airport marketing divisions. For further information, please visit www.aviareps.com or follow us on twitter at http://twitter.com/Aviareps_Group.

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