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AVIAREPS now representing Iceland Express

Both parties signed GSA agreement for Poland

1. February 2010

AVIAREPS will act as sales and marketing representative for Iceland Express in Poland. From its subsidiary in Warsaw, headed by Marek Slawatyniec, the world's leading expert in aviation and tourism management will handle all ticketing, sales and marketing activities within the country. By appointing AVIAREPS as their General Sales Agent the Icelandic low-cost carrier aims at strengthening its market position in Poland.

Iceland Express offers daily low-fare flights between the Icelandic capital Reykjavik and several European destinations. For passengers flying from Warsaw, Poland's capital, the low budget airline currently provides one weekly flight on Saturdays. The evening flight takes off at 8.25 pm and arrives in Reykjavik at 11.15 pm.

Starting in June 2010, Iceland Express will increase its frequency between Reykjavik and Warsaw to three flights per week. Travelers can then experience their low-fare flight to the Icelandic capital each Monday, Thursday and Friday. The evening flight will be replaced by an earlier one: passengers will take off at 1.40 pm and land in Reykjavik at 3.30 pm local time. Furthermore the low cost carrier will resume a connection from/to Krakow (every Wednesday), leaving at the same time as the flights from

Warsaw, and will start a new connection from/to Gdansk (every Friday): after departing at 10.15 pm passengers will reach Reykjavik at 11.59 pm.

Thanks to the new flight schedule, Polish travelers can easily connect to New York. Iceland Express provides a total of four weekly flights between Reykjavik and the American metropolis. Passengers coming from Warsaw and Krakow can use flights for travel to the United States on Monday, Wednesday and Thursday. After departing at 4.20 pm they will arrive at 5.40 pm local time at Newark Liberty International Airport in New York. Flights from/to Warsaw will be served by Boeing 757s while flights to/from Krakow and Gdansk by 148-seat Boeing B737-700s.

Marek Slawatyniec, General Manager of AVIAREPS in Poland, points out: "It is great news that Iceland Express has decided to join forces with AVIAREPS in order to expand on the Polish market. Both parties see good chances to generate more traffic to Iceland and also via Reykjavik to New York. With three flights per week from Warsaw and weekly flights from Krakow and Gdansk we will offer reliable and attractive connections to Iceland and the USA to the Polish public."

"We are very happy to join forces with AVIAREPS. We consider Poland a key part of our European expansion. It has been in our plans for some time to expand in Poland, which will bring new traveling opportunities to Icelanders, as well as giving the Polish public a chance to visit Iceland in an easy and economical manner. Besides, we will offer connecting flights to New York and Winnipeg in Canada via Reykjavík," adds Iceland Express' CEO Matthias Imsland proudly.

From the outset Iceland Express aims at making Iceland more accessible as a tourist destination. The privately owned carrier established its company philosophy of no length-of-stay restrictions, no Sunday rule and essentially one-way flights. Furthermore, clients will benefit from easy online booking, which even allows bookings to be changed online, and e-ticketing.

Until May 2010 Iceland Express will serve six European destinations (London, Copenhagen, Alicante, Berlin and Friedrichshafen). As of June 2010 the airline will increase its offering by serving additional destinations such as Birmingham (UK), Paris (France), Basel and Geneva (Switzerland), Barcelona (Spain), Bologna and Milan (Italy), Frankfurt (Germany), Luxembourg, Rotterdam (Netherlands), Billund and Aalborg (Denmark), Gothenburg (Sweden), Oslo (Norway), Winnipeg (Canada) and New York (USA) as well.



Photo: Starting in June 2010, Iceland Express will increase its frequency between Reykjavik and Warsaw to three flights per week.

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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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