



FOR IMMEDIATE RELEASE

PR contact: Ireen Schaffer & Kathrin Hamann, AVIAREPS,
Josephspitalstrasse 15, 80331 Munich, GERMANY
E-mail: press@aviareps.com, Phone: +49 (0) 89 – 55 25 33 21

***Olympic Air to partner with AVIAREPS in two
additional markets***

*World's leading aviation and tourism management company
announced GSA for Italy and the United States*

3 February, 2011

AVIAREPS, the global market leader in airline and tourism representation, has been chosen by the Greek airline Olympic Air to become its General Sales Agent (GSA) in Italy and the United States as part of the airline's strategic plan to enhance its global presence. With immediate effect, AVIAREPS is responsible for all future sales, marketing and ticketing activities on behalf of Olympic Air. Last year, AVIAREPS signed a GSA-contract with Olympic Air for ten other territories. With the two new appointments the multinational aviation and tourism management company is responsible for the local representation on behalf of the airline for a total of twelve markets in Europe, Asia and North America.

Olympic Air's network is efficiently designed to ensure passengers seamless connections by linking domestic destinations to corresponding international flights. Furthermore, as part of its sustained efforts to offer its travellers enhanced and smooth access to a series of worldwide destinations, Olympic Air has established code share agreements with renowned airliner partners. Passengers of the United States easily enter the Greek network of Olympic Air by using flights of the national code-share partner Delta Airlines for flights to/from New York and Atlanta and further key U.S. destinations (including Las

Vegas, San Diego, Phoenix, Tampa, Orlando, Denver, San Juan, New Orleans and Charlotte).

Olympic Air currently operates approximately 150 flights per day within a network of 42 destinations (11 international and 31 domestic). Through its main operation base at Athens International Airport, and its secondary hubs in Thessaloniki and Rhodes, Olympic Air operates international services to London (United Kingdom), Paris (France), Brussels (Belgium), Amsterdam (Netherlands), Vienna (Austria), Bucharest (Romania), Sofia (Bulgaria), Larnaca (Cyprus), Tirana (Albania), Istanbul (Turkey) and Cairo (Egypt).

Olympic Air boasts one of the youngest fleets in Europe, with an overall environmentally friendly and modern fleet consisting of 29 aircraft. On international and main domestic routes Olympic Air operates 14 Airbus aircraft with two-class configuration. Short distance services and selected international routes are served with ten Bombardier Dash 8-Q400. These all-economy aeroplanes rank among the most eco-friendly prop airliners in the market. Five further Bombardiers complete the dynamic fleet.

Olympic Air (OA) is a new airline, registered in Greece and born from the acquisition of the formerly state-owned flag carrier of Greece, 'Olympic Airlines' by the Marfin Investment Group in April 2009. Olympic Air launched scheduled operations on 29 September 2009, carrying over the historic name and logo of 'Olympic Airlines' embodying a dynamic, modern approach to the company's management and operation.



Photo: On international and main domestic routes Olympic Air operates only Airbus aircraft

© Olympic Air

For more information about Olympic Air, please visit www.olympicair.com or contact:

<p><u>AVIAREPS Italy</u> Via Monte Rosa, 20 20149 Milan - ITALY</p> <p>Phone: +39 02 43 45 83 75 Fax: +39 02 43 45 83 35</p> <p>ResOA.GSA.MIL@aviareps.com Sales.OA.GSA.MIL@aviareps.com</p>	<p><u>AVIAREPS United States</u> 1 Penn Plaza Suite 1416 New York, NY 10119 – U.S.</p> <p>Phone: +1 646 300 77 42 Fax: +1 646 349 26 08</p> <p>ResOA.GSA.USA@aviareps.com Sales.OA.GSA.USA@aviareps.com</p>
--	---

###

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.

We would kindly appreciate a sample copy of any reprints.

For high resolution photo material, please visit our online image gallery:
<http://www.aviareps.com/about-aviareps/press-room/press-room/image-gallery.html>

If you do not wish to receive further press releases, please unsubscribe here:
<http://www.aviareps.com/about-aviareps/press-room/press-room/unsubscribe-press-releases.html>