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***Iceland Express extends cooperation with  
AVIAREPS to the United States***

*GSA to handle all sales and marketing activities*

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Iceland Express extends its cooperation with AVIAREPS to another market. After appointing the world's leading aviation and tourism management expert as representative in Poland, Iceland Express chose AVIAREPS for establishing the low-budget airline in the United States as well. Out of its subsidiary in New York, headed by President and General Manager Eric Pechstein, AVIAREPS will be responsible for all Iceland Express's sales and marketing activities.

Starting June 2010, Iceland Express introduces a new service connecting New York with Reykjavik four times a week. Passengers leaving from Newark Liberty International Airport, can enjoy long-haul connections to the Icelandic capital every Monday, Tuesday, Wednesday and Thursday. The evening flight will take off at 4:20pm and land in Reykjavik at 5:40pm local time. All flights use Boeing B757 aircraft.

Eric Pechstein, President and General Manager of AVIAREPS's subsidiary in New York, points out: "We are proud to be appointed GSA for the United States and are really looking forward to establishing the Iceland Express brand nationwide. With their low-fare flights out of New York, Iceland Express provides attractive connections to Reykjavik and 19 other European cities.

“This is an important step in the process of establishing the company in new markets, and we hope to benefit from an increased number of passengers from New York and neighbouring regions as early as this summer. In that respect we have very high hopes for the partnership with AVIAREPS,” says Matthías Imsland, CEO of Iceland Express. “This should also be encouraging for other companies in the travel industry who have increasingly been concentrating on the US market.”

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, as well as e-ticketing.

By 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) and Winnipeg (Canada) as well.



Photo: Starting in June 2010, Iceland Express will introduce four weekly flights between New York and Reykjavik.

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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 visit [www.aviareps.com](http://www.aviareps.com) or follow us on twitter at [http://twitter.com/Aviareps\\_Group](http://twitter.com/Aviareps_Group)

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