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***Air Arabia (Maroc) assigns AVIAREPS for Public
Relations in Germany/Switzerland, Benelux,
France, and Italy***

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Air Arabia (Maroc) extended its cooperation with AVIAREPS in Europe to cover Public Relations activities. With immediate effect, the leading multinational aviation and tourism management company will handle PR activities on behalf of Air Arabia (Maroc) in Germany/Switzerland, Benelux, France, and Italy.

Air Arabia (Maroc), Morocco's new low-cost carrier (LCC), was launched on 29 April, 2009. The airline currently provides direct flights from its base in Casablanca to the cities of Brussels, Montpellier, Paris, Lyon, Basel-Mulhouse, Milan, Bologna, Barcelona, Istanbul and Amsterdam. Starting in November, 2010, Air Arabia (Maroc) will offer three weekly flights from Cologne (Germany) via Fes or Nador to Casablanca.

Air Arabia operates brand-new Airbus A320 aircraft and offers passengers the best economy configuration in the market with a 32-inch seat pitch as well as all-inclusive luggage allowance. The carrier offers customers comfort, reliability, and value-for-money air travel to and from the Moroccan city of Casablanca.

“Together with our continuous efforts and extensive experience, we will increase our client’s visibility in the local markets and establish Air Arabia as the preferred LCC for travelling to the Kingdom of Morocco,” adds Oliver Kuechler, Chief Operating Officer Aviation at AVIAREPS.



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About Air Arabia:

Air Arabia (PJSC), listed on the Dubai Financial Market, is the leading low-cost carrier (LCC) in the Middle East and North Africa. Air Arabia commenced operations in October, 2003, and currently operates a total fleet of 23 new Airbus A320 aircraft, serving 65 destinations from three hubs in the UAE, Morocco, and Egypt.

Air Arabia is an award-winning airline that focuses on offering comfort, reliability, and value-for-money air travel. For further information, please visit: www.airarabia.com

About AVIAREPS

Founded in Germany in 1994 with an extensive office network in over 40 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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