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***Gulf Air now flying with AVIAREPS in the Netherlands***

*Kingdom of Bahrain's national carrier extends collaboration with global General Sales Agent (GSA)*

3 November, 2010

Gulf Air, the national carrier of the Kingdom of Bahrain, has chosen AVIAREPS as its General Sales Agent (GSA) for the Netherlands. Says Stephen Brown, Sales Manager Offline Markets at Gulf Air: "Our goal in signing this new contract with AVIAREPS was to continue offering our customers and business partners in Europe a first-class service to the Middle East, the Indian subcontinent and Asia".

AVIAREPS, the world's leading airline and tourism management expert, already represents Gulf Air in Switzerland, the Czech Republic and Belgium. With immediate effect, the company's subsidiary in Amsterdam, located near Schiphol airport, will handle all future sales, marketing and ticketing activities on behalf of Gulf Air in the Dutch market.

In Europe, Gulf Air operates a total of 28 direct flights per week from Frankfurt (Germany), Paris (France) and London Heathrow (UK) to Bahrain in the Persian Gulf. All services use modern Airbus A330-200 aircraft. Through its cooperation with 13 codeshare partners, the well-respected carrier, which is celebrating its 60<sup>th</sup> anniversary this year, offers a wide variety of convenient connections to over 40 destinations worldwide.



Photo: Gulf Air operates a total of 28 direct weekly flights from 3 European cities to the Kingdom of Bahrain.

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

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