



FlyFirefly Sdn Bhd (346606-K)

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Press Release

Firefly to start new services from Melaka

Melaka - Firefly entered a collaboration with Melaka Air today to provide air services out of Melaka International Airport from November 11, 2011.

The agreement was signed on behalf of Firefly by its Managing Director, Dato' Eddy Leong and Melaka Air CEO, Sharabudin Kudus, witnessed by Melaka Chief Minister, Datuk Seri Haji Mohd Ali bin Mohd Rustam.

The agreement paves the way for Firefly to station an ATR72-500 aircraft in Melaka and mount new flights out of the historical city of Melaka to Batam, Pekanbaru and Medan in Indonesia and from Melaka to Penang and Kota Bahru in Malaysia.

Leong said: "We had intended to start our operations in Melaka earlier but we had to wait for the expansion of our aircraft fleet. Now we are in a position to support the Melaka Chief Minister's vision of expanding tourism accessibility into the state.

"In November, we will take delivery of our 11th and 12th ATR aircraft, of which one aircraft has been specifically designated to be stationed in Melaka. We will also set up a full operation support services in Melaka which will include aircraft maintenance, ground-handling and fuel services. Soon, there will also be an airport ticketing office in Melaka.

"If this collaboration with Melaka Air proves to be successful, we have the capability to also offer in the future our Boeing jet aircraft which has a larger seat capacity of 189."

The ATR 72-500 aircraft to be stationed in Melaka is a brand new carrier. Currently, Firefly has 10 ATRs servicing domestic routes and neighbouring countries out of Firefly's hubs in Subang and Penang. Firefly's ATR services offers an average of 92 flights a day and it has been in operation since late 2008. The aircraft is a 72-seater, single class configuration. It offers incredible value with low fares. This includes 20kg check-in baggage allowance, assigned seating, complimentary in-flight refreshments and city airports as hubs.

YOUR COMMUNITY AIRLINE



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Leong added that Firefly was targeting different market segments on different routes. He elaborated: “We are targeting the Health Tourism and Business Events segments especially from Pekanbaru, Medan and Batam in Indonesia to visit Melaka.

“Our thrice weekly flights from Melaka to Penang will connect two UNESCO World Heritage Cities. The convenience of affordable air travel is certain to attract more domestic and foreign tourists to visit both destinations. Melaka and Penang share more than just a rich, colonial historical past, but also diverse cultures and good food. It is also a good combination for leisure tourists who are keen on combining a historical city with a beach holiday. With the Melaka – Kota Bharu route, we hope to attract traffic from the business, leisure and visit friends and relatives segment.”

Leong said the airline would also work closely with Melaka Tourism and its tourism players to promote all the new destinations originating from Melaka.

Earlier this afternoon, Firefly’s special chartered flight flew in a full load of 72 people, comprising travel agents and media from Medan and Malaysia, Yayasan Melaka delegates and Firefly staff to witness the collaboration between Firefly and Melaka Air.

The chartered service, utilizing the ATR72-500 aircraft, left Subang Skypark Terminal at 3.15pm and arrived at Melaka International Airport an hour later. Upon arrival, passengers were warmly greeted by the Malacca Chief Minister himself, Datuk Seri Hj Mohd Ali bin Mohd Rustam, State EXCO members and Firefly’s managing director, Dato’ Eddy Leong.

Also at the airport this afternoon eagerly waiting to get onboard the return flight to Subang Skypark, departing 5.15pm were 40 orphans from Rumah Yatim Al-Zaharah Melaka and four accompanying adults. Their trip to Kuala Lumpur was a treat organised by Yayasan Melaka.

Ticket sales from Melaka to Kota Bahru and Penang will be available from tomorrow. Online purchases can be made from Firefly’s website (www.fireflyz.com.my), from travel agents and from Firefly’s booth at MATTA Fair Melaka, from July 29 to 31.

Promotional fares from Melaka to Kota Bahru and Penang

Booking Period : 29 Jul 2011 – 03 Aug 2011
Travelling Period : 19 Nov 2011 – 24 Mar 2012

Fares from RM88 all-in, one way

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FLIGHT SCHEDULE

Firefly's new flights from Melaka to Batam, commencing 11 November 2011

Flight no	Route	Departure	Arrival	Flight time	Frequency
FY 4051	Melaka – Batam	7.30am	7.50am	1 hour 20 min	Monday, Wednesday, Friday, Sunday
FY 4050	Batam – Melaka	8.10am	10.30am	1 hour 20 min	Monday, Wednesday, Friday, Sunday

Firefly's new flights from Melaka to Pekanbaru, commencing 11 November 2011

Flight no	Route	Departure	Arrival	Flight time	Frequency
FY 4055	Melaka – Pekanbaru	10.50am	10.35am	45 mins	Monday, Wednesday, Friday, Sunday
FY 4056	Pekanbaru – Melaka	10.55am	12.40pm	45 mins	Monday, Wednesday, Friday, Sunday

Firefly's new flights from Melaka to Medan, commencing 11 November 2011

Flight no	Route	Departure	Arrival	Flight time	Frequency
FY 4063	Melaka – Medan	2.10pm	2.30pm	1 hour 20 min	Monday, Wednesday, Friday, Sunday
FY 4064	Medan – Melaka	3pm	5.20pm	1 hour 20 min	Monday, Wednesday, Friday, Sunday

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Firefly's new flights from Melaka to Penang, commencing 19 November 2011

Flight no	Route	Departure	Arrival	Flight time	Frequency
FY 4008	Melaka - Penang	2.40pm	3.50pm	1 hour 10 min	Tuesday, Thursday, Saturday
FY 4007	Penang to Melaka	1.10pm	2.20pm	1 hour 10 min	Tuesday, Thursday, Saturday

Firefly's new flights from Melaka to Kota Bharu, commencing 19 November 2011

Flight no	Route	Departure	Arrival	Flight time	Frequency
FY 4002	Melaka - Kota Bharu	7.30am	8.50am	1 hour 20 min	Tuesday, Thursday, Saturday
FY 4001	Kota Bharu - Melaka	9.10am	10.30am	1 hour 20 min	Tuesday, Thursday, Saturday

Background on Firefly

Firefly began its operations in 2007 and currently operates a fleet of 10 ATR 72-500 turboprop, six B737-800s and one B737-400. The ATR 72-500s operate out of Penang and Subang. The B737-800s operate out of Kuala Lumpur and Kota Kinabalu while the B737-400s operate out of Johor Bahru.

Firefly services include point-to-point connectivity, aligning with the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) agenda that offer services within Malaysia, Thailand, Indonesia and Singapore.

Firefly offers low fares, providing incredible value as well as convenient flight timings and excellent service to its passengers. On the ATR 72-500s, passengers are allowed 20kg check-in baggage allowance, provided complimentary in-flight refreshment, assigned seating and city airports as our hubs. With the Jet services, passengers are guaranteed lowest fares and savings on bundled sets of services and aerobridge facilities at all airports Firefly flies to.

Firefly's managing director, Dato' Eddy Leong had recently been honoured for his outstanding leadership qualities and been awarded the Global Leadership Awards for Community Airline Sector.

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Firefly had also received numerous awards last year such as the 2010 Frost & Sullivan Value Airline of the Year award and the Green Initiative of the Year 2010 award by Leaders in Aviation in conjunction with the Doha Aviation Summit 2010. Firefly is also recognised as the Best Brand in Aviation for the Brand Laureate 2010.

Firefly connects with the world through Facebook.

Issued by:

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