



FOR IMMEDIATE RELEASE

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L'Avion Expands Flight Frequency and Aircraft to Meet Customer Demands

***Addition of Saturday Flights Beginning December 22nd
Increasing of New York-Paris Flights Through Second Aircraft
Beginning January 2008***

New York, October 19, 2007 - L'Avion, the first all business class French airline, announced today further expansion plans that include the addition of a Saturday flight on the New York–Paris route, leaving from Newark Liberty Airport and Orly Sud, as of December 22, 2007. Plans also include the introduction of the airline's second aircraft in January 2008.

The second aircraft will be comparable to L'Avion's first airplane, as an all business class Boeing 757–200, configured with 90 seats. Round trip fares to Paris originating in New York will remain unchanged, starting at \$2166¹ and for a limited time from now until December 30th L'Avion is running a special promotion to do your holiday shopping in Paris for only \$1412².

Beginning with the December 22 addition of Saturday flights, L'Avion will offer a daily rotation on the New York–Paris route, enabling L'Avion customers to fly seven days a week. With the introduction of the second aircraft in January, L'Avion will begin doubling flight frequency, beginning with Friday and Sunday flights, and further additional flights to come. Customers can currently begin purchasing tickets for these additional flights at www.lavion.com.

This expansion of flight frequency is a result of growing customer demand, attributed to the value and quality experience offered by L'Avion.

"We are pleased to announce the expansion to a Saturday flight, and the introduction of an additional aircraft," said Marc Rochet, CEO of L'Avion. "Passengers flying the New York-Paris route have discovered that L'Avion offers the highest quality for a reasonable price that is available in the market today. As a result, our all-business class model has experienced tremendous success in our first year in operation, and amongst our passengers, we can already count many frequent and loyal L'Avion customers. We have chosen to increase our flight frequency and introduce an additional aircraft as a result of this substantial customer response."

From January 3 through September 30, 2007, L'Avion has transported more than 24,000 passengers. For the month of September 2007, the airline reports a load factor over 75%, as well as 95 % on-time departures, 100% regularity.

¹ Applicable taxes not included

² Applicable taxes not included

(more)

Updated schedules

From Newark airport:

First flight*: departs 7:05 pm – arrives Paris Orly Sud 8:50 am

Second flight**: departs 10:05 pm – arrives Paris Orly Sud 11:15 am

From Paris Orly Sud:

First flight*: departs 1:40 pm – arrives Newark 5:25 pm

Second flight**: departs 5:40 pm – arrives Newark 8:25 pm

**Schedules for first flight in effect 10/28/07*

***Schedules for second flight in effect 1/2008 and apply to select days of the week*

About L'Avion

L'Avion is the first French airline company that offers all business class service to travelers. The aircraft is a Boeing 757-200 configured for all business class with 90 seats. L'Avion flies between Paris – Orly and New York – Newark. L'Avion is running a special promotion to do your holiday shopping in Paris for only \$1412³ from now until December 31st. For more information: www.lavion.com or call 1 (866)-692-6759.

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³ Applicable taxes not included