



NEWS RELEASE

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Note to media: B-roll footage and video news release is available for download at:
<http://bit.ly/1kH1612>.

PEOPLEExpress begins service in Tampa Bay

Iconic brand with low-fare flights connects PIE with Newport News, Va.

Fares start as low as \$89 each way

ST. Petersburg-Clearwater, Fla., (Aug. 26, 2014) – PEOPLEExpress™, the iconic brand that once made air travel affordable and accessible, touches down on Friday with low-fare service connecting St. Pete-Clearwater International Airport with Newport News/Williamsburg International Airport in Virginia.

Introductory fares start at \$89 each way.

“St. Pete was an important destination for the original PEOPLEExpress in the 1980s and we’re delighted to return with the same great low fares and convenient non-stop service,” said Jeff Erickson, a long-time airline executive leading the start-up.

“People have been very receptive and supportive of our service. From the very beginning, PEOPLEExpress was designed to provide a fun, creative and innovative approach to air travel to dispel the myth that low air fares have to mean low service or an impersonal experience. PEOPLEExpress is restoring the concepts of respect, value and excitement to the air travel experience. It's time to Fly Smart!™”

The Boeing 737 service initially operates three times a week, arriving from Newport News at 8:30 p.m. and departing St. Pete-Clearwater at 9:15 p.m.

Several employees of the original PEOPLEExpress who live in the St. Pete/Clearwater/Tampa Bay area will be on hand to welcome the first flight, along with a ribbon-cutting at the gate.

“PIE had a very successful run with PEOPLEExpress in the 80s and we welcome the new PEOPLEExpress service to Newport News/Williamsburg, and look forward to their continued growth at PIE,” said Airport Director Noah Lagos. “Our community and visitors continue to support new airlines and destinations to and from PIE; PEOPLEExpress is a great addition.”

Newport News is the gateway to some of the nation’s most historic sites, including Williamsburg, Yorktown and Jamestown, along with easy access to Hampton Roads military bases.

PEOPLEExpress launched service June 30 to Newark, N.J., Boston and Pittsburgh and has since added West Palm Beach, Fla., Atlanta and New Orleans in addition to Tampa Bay. Orlando is added to the route map on Oct. 16.

PEOPLEExpress has developed a low-cost, a la carte service model that enables customers to create a customized travel product reflecting their individual wishes and budgets. Customers can choose to fly at an ultra-low price with friendly and attentive service but minimal frills or they can opt to purchase extras they want to make their trip more enjoyable, such as priority boarding, pre-assigned seating or an upgrade to a Living Large™ seat with more personal space.

Tickets are on sale at www.flypex.com or by calling toll free (844) 4-FLYPEX from 8 a.m.-8 p.m. daily, Eastern time.

ABOUT PEOPLEExpress

From its base at Newport News-Williamsburg International Airport, Vision Airlines dba PEOPLEExpress, with a fleet of three Boeing 737 aircraft, is serving Atlanta, Boston, Newark, Pittsburgh, West Palm Beach, St. Peter-Clearwater, and New Orleans. Orlando is added Oct. 16. Built on the platform of an iconic brand, the new PEOPLEExpress is committed to restoring the concepts of respect, value and excitement to the air travel experience with a focus on safety, comfort and quality service at a great price. For more information, please visit www.flypex.com.

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