

OpenSkies Takes Flight On Inaugural Voyage From Amsterdam To New York

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Premium Airline Extends Fare Promotion, Will Offer an Additional 1,000 Passengers Exclusive PREM+ Rates

OpenSkies, the premium transatlantic airline from British Airways, today launched new service between New York's John F. Kennedy Airport and Amsterdam's Schiphol International Airport. The new service marks the second route for OpenSkies, which began daily flights between New York-JFK and Paris-Orly in June.

Beginning today, OpenSkies passengers will have the choice of two unique cabins for travel between New York and Amsterdam. BIZ(SM) features the market's only fully lie-flat beds in a business class with prices starting from \$1616* each way, based on roundtrip purchase. PREM+(SM) is a new service category offering business class comfort without the business class price, featuring wide leather seats with a 140 degree recline and 52 inches of legroom.

To celebrate the launch, OpenSkies has extended a previously announced promotion and is offering an additional 1,000 PREM+ seats exclusively on sale for \$499** one way between New York and Amsterdam, based on round-trip travel.

"Almost 400 years after Henry Hudson left Europe to cross the Atlantic and set the stage for what would become 'New Amsterdam', we are thrilled to launch the newest link between Amsterdam and New York," said Dale Moss, managing director of OpenSkies. "At a time when tough economic circumstances are making travel more difficult on both sides of the Atlantic, we believe OpenSkies presents a compelling value proposition by combining great prices and a premium product. We look forward to introducing the OpenSkies experience to customers flying the New York - Amsterdam route."

OpenSkies held a ribbon cutting ceremony at Amsterdam's Schiphol International Airport earlier this morning to celebrate the inaugural flight. Following a reception along with remarks by Dale Moss, media and special guests were invited to view the first flight take off.

With a maximum of just 64 passengers on board a Boeing 757, OpenSkies offers a premium travel experience with service and amenities ranging from bottle-poured wines to fresh, healthy meal choices and personal entertainment units with more than fifty hours of programming. OpenSkies also provides professional concierge services designed to serve passengers from the moment they book their flight through the end of their trip. Multilingual concierge agents are available to assist OpenSkies guests with requests including hotel reservations, sightseeing tours, quick translations and other services. OpenSkies guests can also benefit from participation in British Airways' Executive Club frequent flyer program.

The flight departs from Amsterdam-Schiphol at 1:20pm arriving in New York-JFK at 3:35pm and departs New York-JFK at 8:05pm arriving in Amsterdam-Schiphol at 9:40am the following morning six days a week.

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