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News Release

Direct Air Announces Special Super Bowl XLIII Charter To Tampa Bay

Pittsburgh, PA – January 21, 2009 – Direct Air announces a special round-trip Charter for Pittsburgh Steeler fans wishing to travel to Super Bowl XLIII. The charter will depart from Pittsburgh International Airport on Thursday, January 29 at 12:30 PM and will arrive at St. Petersburg-Clearwater International Airport, Florida at 2:30 PM. The return charter flight will depart from St. Petersburg-Clearwater on Monday, February 2 at 4:00 PM and will land in Pittsburgh at 6:00 PM.

St. Petersburg-Clearwater International Airport is conveniently located 15 minutes from Tampa International Airport, and only one-half hour from Raymond James Stadium, home of Super Bowl XLIII.

“Direct Air is pleased to be working with Clear Channel Communications in the Pittsburgh market to make this one-time charter available to the public”, says Judy Tull, CEO of Direct Air. “We’ve had a home in Pittsburgh since we began operations two years ago, and are glad to provide a Direct Flight to Super Bowl XLIII for the Steeler Fans.”

The Direct Air Super Bowl Charter will be on an Airbus A320 aircraft operated by Virgin America. This aircraft features 141 all-leather coach seats and 8 luxury First-Class seats. Coach seating is available for \$500 per passenger and First-Class Seating is only \$750 per person. All fares are round-trip, and inclusive of all fees, including baggage charges and seat selections. Reservations are available online at www.VisitDirectAir.com, and toll-free by calling 1-877-432-3473.

“Due to the special nature of this event and limited seating availability, we are encouraging all interested persons to call or go online to reserve space as quickly as possible” says Tull. “We expect the Super Bowl XLIII charter will sell out quickly.”

About Direct Air

Direct Air, an air service based in Myrtle Beach, SC, has been flying from Pittsburgh International Airport to Myrtle Beach since 2007. Since the inception in 2007 Direct Air has expanded operations in the following cities: Niagara Falls, NY; Newark, NJ; Chicago-Rockford, IL; Kalamazoo, MI; Toledo, OH; Plattsburgh, NY (greater Montreal); Worcester, MA; Allentown, PA; Orlando-Sanford and Fort Myers/Punta Gorda, FL. The company has flown nearly 200,000 passengers since the beginning of operations two years ago. More information on Direct Air can be found online at www.VisitDirectAir.com

Disclaimer:

All flights are public charters operated by Virgin America. The airfare includes all taxes and fees.

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