

**For immediate release**

**1 NOVEMBER 2007**

**ADVENT AIR LTD  
(AIM AAIR)**

**SKYWEST JOINS WITH VIRGIN BLUE TO  
REWARD PASSENGERS WITH VELOCITY POINTS**

The following was released today by Advent Air Ltd's wholly owned subsidiary, Skywest Airlines and also by VirginBlue Airlines.

**“Skywest rewards passengers with Velocity**

Skywest Airlines announced today that it is joining Velocity, the award winning loyalty program partnered by Virgin Blue.

From 1 November 2007, Velocity Members can earn Velocity Points on Skywest's domestic network.

Skywest's Chief Executive Officer, Paul Daff said the Velocity program provided significant benefits for passengers.

“By joining the Velocity program, passengers have the opportunity to earn Velocity Points for every mile flown on qualifying Skywest flights. Now, our passengers can earn Velocity Points, which can be redeemed for heaps of fantastic rewards, from flights, to accommodation, car hire, movies and shopping,” Mr Daff said.

Mr Daff went on to say that passengers travelling to and from Skywest's fifteen destinations would greatly benefit from the outstanding benefits offered by Velocity. And that Velocity was an exciting addition to the Skywest product.

“Skywest offers a premium economy product with full in-flight service and the most spacious economy class legroom in Australia. Now the Velocity loyalty program gives our passengers the added benefit of earning rewards just by flying with us. I believe this to be the best news for Western Australian travellers, and will further encourage local tourism,” he said.

Virgin Blue Chief Executive, Brett Godfrey, said, “Like Virgin Blue, Skywest is a high-quality, service-oriented airline and we are particularly pleased to welcome Skywest into our Velocity program as our latest partner.

“We are also very pleased to be able to offer Velocity Members even more opportunities to earn Points.”

Velocity Points can be earned on all Skywest flights, excluding flights to and from Bali and charter flights.

As a launch offer, Skywest is offering double Velocity Points for flights taken between 1 December 2007 and 31 January 2008. More information on this offer and the program can be found by visiting the Skywest website at [www.skywest.com.au](http://www.skywest.com.au). To join Velocity visit [www.velocityrewards.com.au](http://www.velocityrewards.com.au).

**ABOUT SKYWEST**

*The award winning Skywest Airlines has been meeting the transport needs of millions of Western Australians, domestic and international tourists for more than 44 years. Each year, Skywest flies more than 350,000 people across Western Australia, Darwin, Melbourne and to Bali, providing an essential link for regional communities, tourists and businesses. The airline operates a fleet of Fokker 50 turbo-prop and Fokker 100 jet aircraft.*

**ABOUT VIRGIN BLUE**

*Multi award winning airline Virgin Blue and international carriers Pacific Blue and Polynesian Blue currently operate a fleet of 56 modern Boeing 737 and Embraer E-Jet aircraft flying to 22 Australian and eight international destinations including New Zealand, Fiji, Samoa, Tonga, Vanuatu and the Cook Islands."*

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