



*Shreveport Airport Authority*

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**IMMEDIATE RELEASE:**

## **SHREVEPORT AND BRANSON AIRPORTS UNVEIL NEW NONSTOP SERVICE**

Shreveport One of Five New Destinations, More On the Way

**SHREVEPORT (February 23, 2010)** – The Shreveport Airport Authority and Branson Airport (BKG), today announced the return of new nonstop service between Shreveport and Branson beginning May 17, 2010.

In addition, Branson, the first privately developed and operated commercial service airport in the United States, proudly announced today nonstop service to Austin, Des Moines, Houston, Shreveport and Terre Haute. This new service expands the flexibility and convenience of getting to Branson, the Live Music Show Capital of the World. The new service, to be marketed as public charter flights under the name Branson AirExpress, will be operated by ExpressJet Airlines.

“Shreveport is honored to partner again with Branson Airport to offer nonstop jet service to one of the nation’s top leisure destinations while also offering Branson residents the opportunity to come and visit our community’s many great attractions,” said Shreveport Mayor Cedric B. Glover. “I encourage Branson’s residents to come and see what makes Shreveport special in so many ways.”

Branson AirExpress is a new concept in air service development. Branson Airport, LLC has led the effort involving Branson Airport and several Midwestern and South central airports, to initiate air service between these partner cities. Branson AirExpress enables the partner airports unprecedented input into the many decisions affecting customer service; including pricing, marketing, and travel packaging abilities. Branson Air Express has contracted with ExpressJet Airlines Inc. to operate the initial service. There will be more partner airports announced in the near future. Branson AirExpress in developing this unique approach to air service development has received valuable input and advice from Seabury Airline Planning and Contour Flight.

Beginning May 17, 2010 Branson AirExpress will offer nonstop service five days a week between Branson and Austin-Bergstrom International Airport – Austin, Texas, William P. Hobby Airport - Houston, Texas, Des Moines International Airport – Des Moines, Iowa and three times a week between Branson and Shreveport Regional Airport and Terre Haute International Airport, Terre Haute, Indiana. In addition to offering this new nonstop service, passengers may combine flight segments to create connections from each of the partner airports to the other partner airports. Tickets may be purchased by calling toll free 1-888-FLY-BKG1 (1-888-359-2541), by visiting [BransonAirExpress.com](http://BransonAirExpress.com), or at the airports in Branson and all of our partner cities.

ExpressJet features a young fleet of fuel-efficient Embraer ERJ-145 aircraft configured with no middle seats, more than 100 channels of free XM® Satellite radio, and cushioned leather seating.

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“The Shreveport Airport Authority welcomes the return of ExpressJet and Branson with this service,” said Ted Roberts, Chairman of the Shreveport Airport Authority. “ExpressJet has a proven history of providing nonstop excellent service and has been a fantastic airline partner.”

Branson Airport’s Jeff Bourk stated, “What a wonderful way to celebrate our one-year anniversary in May. This is an exciting time for us and our partner airports as this service will provide travelers flexibility, convenience and low fares when flying to and from Branson or any of the connecting cities.”

To inaugurate this exciting new service, Branson AirExpress is offering these low introductory fares for nonstop service to and from Branson.

<b>Destination</b>	<b>Days of Operation</b>	<b>Introductory One Way Fares</b>
Branson	M/W/Sa	\$39*
Austin	M/W/Sa	\$99*
Houston	M/W/Sa	\$99*

Flights are public charters operated for Branson AirExpress by ExpressJet Airlines, Inc.. All travel is subject to the terms and conditions of the Operator- Participant Agreement.

\* Advertised public charter fares are one-way, do not require a round trip purchase, include Federal Excise Tax of 7.5% and must be booked by April 17, 2010 for travel through June 17, 2010. These fares are capacity controlled and may not be available on all seats on all flights. Airfares do not include September 11th Security Fees of \$2.50 per person per enplanement, Federal Flight Segment Taxes of \$3.70 per person per flight segment, Passenger Facility Charges (PFC) of up to \$4.50 per person each way. Advertised fares cost \$11.25 more per person each way when booked by calling 1-888-FLY-BKG1 or through BransonAirExpress.com. Tickets purchased at the airport are not subject to this increase in price. Fares are subject to availability at the time of booking, and are subject to change. A \$15.00 checked baggage fee will apply for the first checked bag and \$25.00 for a second checked bag per person. Each checked bag weighing over 51 pounds will be assessed a fee of \$40 in addition to the checked bag fee.

Dates of the advertised flights are subject to change in accordance with regulatory requirements. Cancellation is subject to administrative fee when permitted by regulatory requirements.

### **About Branson Airport:**

**Opening its doors May of 2009, Branson Airport LLC is the first privately developed and operated commercial service airport in the United States. Currently serviced by AirTran Airways and Frontier Airlines; additional carriers and destinations are on the horizon. Located in the heart of the Ozarks and centrally located in the Midwest, the airport also boasts a state of the art FBO, Branson JetCenter and a full service travel agency and public charter operator, FlyBranson Travel LLC d/b/a Branson AirExpress. For more information on Branson Airport LLC and any of its subsidiaries please visit FlyBranson.com.**

### **About Seabury Airline Planning Group:**

**Seabury APG is a highly specialized management consulting firm focusing exclusively on aviation planning and management. The firm’s tight focus is designed to serve clients who demand detailed, thoughtful and responsive analysis. With a unique blend of consulting skills and post-deregulation knowledge, Seabury APG brings advanced yet practical expertise to airlines, airport authorities, equipment manufacturers, policy makers and others in the aviation industry. Seabury APG helps its aviation clients to react quickly and accurately to changing industry conditions, and to implement the most effective strategies and tactics. Seabury APG's mission is to provide the highest level of planning expertise in the most critical areas facing the commercial aviation community.**

**About Contour Flight:**

Contour Flight is a leading provider of commercial aircraft charter, executive jet charter, and scheduled airline tickets for group travel. The company leverages its expertise and buying power within the airline industry to design creative and cost-effective air transportation solutions for major tourist destinations, hotels, and tour operators. Additionally, the company specializes in arranging corporate shuttle programs and ad-hoc charters for the incentive, sports, and entertainment industries. Visit our website at <http://www.contourflight.com> or call 1 (877) 454-9433 to learn more about what Contour Flight can do for your organization.

**About ExpressJet:**

ExpressJet Airlines is the airline subsidiary of ExpressJet Holdings that operates several divisions designed to leverage the management experience, efficiencies and economies of scale present in its subsidiaries, including ExpressJet Airlines, Inc. and ExpressJet Services, LLC. ExpressJet Airlines serves 134 scheduled destinations in North America and the Caribbean with approximately 1,045 departures per day. Operations include capacity purchase agreements for Continental and United as well as providing clients customized 50-seat charter options ([www.expressjet.com/charter](http://www.expressjet.com/charter)); and supplying third-party aviation and ground handling services. For more information, visit [www.expressjet.com](http://www.expressjet.com).

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