



**TOLEDO-LUCAS COUNTY
PORT AUTHORITY**

NEWS RELEASE

IMMEDIATE

**CONTACT: CARLA L. FIRESTONE, TOLEDO-LUCAS COUNTY PORT AUTHORITY COMMUNICATIONS DIRECTOR
OFFICE: 419-243-8251 -- MOBILE: 419-260-9981**

**TOLEDO EXPRESS AIRPORT LANDS ANOTHER ROUTE
FOR PASSENGER SERVICE**

**DIRECT AIR TO FLY TO MYRTLE BEACH
BEGINNING MARCH 2009**

TOLEDO, Ohio, November 14, 2008 – The Toledo-Lucas County Port Authority announced today that Direct Air will add two weekly direct flights to Myrtle Beach to their service routes from Toledo Express. This announcement comes on the heels of an earlier announcement of direct flights between Toledo and Punta Gorda, situated between Sarasota and Ft. Myers, Florida. The Myrtle Beach flights begin in March of 2008 and can be booked now. The first Punta Gorda flight leaves Toledo Express on November 24, 2008 and the first Myrtle Beach flight will occur on March 6, 2008 and fares begin at \$99. Direct Air also extended service to Punta Gorda through May 18, 2009. Originally, service was available through February 2009.

As part of the announcement celebration, Direct Air is offering all Toledo Express Airport customers a special introductory “Family Ties” sale. During this event, customers may book online and receive a special discounted rate of \$140 for open-ended round trip flights between Myrtle Beach and Toledo Express. This special fare is also available on flights to Punta Gorda, Florida in addition to the currently running Punta Gorda special of \$49 on select flights. The “Family Ties” sales event features open-ended purchasing which allows individuals to purchase ticket vouchers without passenger names or travel dates, and schedule at his or her convenience. The vouchers are valid for flights anytime between December 1, 2008 and October 31, 2009. The program also allows participants to purchase up to 20 round-trip certificates. The vouchers also include a “Passport Membership” entitling passengers to upgrade to First-Class 48-hours before departure at a reduced rate, courtesy pre-boarding and complimentary coach seat selection.

“There’s no question these are still very challenging times for air service development, however Toledo Express has again successfully secured high-quality air passenger service to a new destination,” says Eric Frankl, Toledo-Lucas Port Authority Airports Director. “Our customers have told us that we need to compete with the quality of Detroit service. With Direct Air we now have a product that is extremely competitive in terms of price but exceeds expectations in terms of passenger comfort and convenience. We need the support of the community for this service to be successful.”

Direct Air chose Toledo for several factors including the 12 million travelers that reside within two-hours of Toledo Express Airport “Direct Air has built a strong niche service in developing secondary airports,” says Judy Tull, CEO of Direct Air. “We’re confident that we can we can provide excellent service via Toledo Express Airport with our nonstop flights, low fares and convenient departure times.”



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Myrtle Beach International Airport (MYR) is the gateway to the Grand Strand and South Carolina's most visited tourist destination - 60 miles of beautiful beaches with limitless golf courses stretching from the state's northern border, south to the historic port city of Georgetown. MYR is conveniently located in the heart of Myrtle Beach, South Carolina.

Toledo Express offers easy access from northwest Ohio and southeastern Michigan, convenient and affordable parking and quick service inside the terminal. Toledo Express also offers a trip calculator to help consumers determine the true cost of flying out of Toledo Express versus other airports. Book tickets, sign up for weekly deal alerts and calculate the true cost of your next trip via www.flytoledoexpress.com.

Direct Air is an indirect air carrier providing public charter air flights and offering all- inclusive vacation, golf, and entertainment packages. Direct Air is privately owned and managed by a core management team with more than 100 combined years of extensive experience in tour operations and packaging, aviation charters and services, finance, marketing, technology, and general management in the tour operator / aviation industry, both in domestic and international operations.

The Toledo-Lucas County Port Authority's business is transportation. That business is shaped by our mission to move people and cargo through the region while employing innovative finance programs to stimulate economic development. For more information, please visit www.toledoportauthority.org.

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