

Contact: Gini Strobel  
(678) 523-7805  
[GStrobel@Visionairlines.com](mailto:GStrobel@Visionairlines.com)

**NATIONAL NEWS RELEASE**  
**DUE TO OVERWHELMING RESPONSE VISION AIRLINES EXTENDS**  
**\$19 SEAT SALE ON FLIGHTS TO AND FROM DESTIN/FORT WALTON**  
**BEACH FOR ANOTHER 72 HOURS**  
**NEW JET SERVICE TO REVITALIZE GULF COAST ECONOMY**

Suwanee, GA (March 23, 2011), Due to an overwhelming response from travelers wanting to take advantage of Vision Airlines' super \$19 seat sale, the company has made the decision to extend the promotion through Sunday, March 27, 2011. Vision Airlines launched an introductory \$19\* one-way seat sale on the carrier's flights to and from cities in 11 states to NW Florida Regional Airport. It serves the Destin-Fort Walton Beach area, which is also known as Florida's Emerald Coast. The Destin/Ft Walton Beach area is among America's top-10 spring break vacation destinations. Orlando, with its theme parks, is the nation's number one family spring break spot.

Our call center was swamped with travelers anxious to take advantage of this great fare and since many of them may have experienced long wait times or problems with our website, we felt it was important to extend this sale so everyone would have an opportunity to purchase the available seats said David Meers, Vision Airlines' COO.

Vision Airlines offers service to the Orlando/Sanford International Airport from multiple cities.

Vision Airlines' specially-priced, limited \$19\* fares are also available on flights from NW Florida Regional to Orlando/Sanford International Airport; Punta Gorda/Fort Myers Airport and St. Petersburg/Clearwater International Airport.

The \$19\* fares apply to flights that take-off the morning of March 25, 2011 through May 21, 2011. There is a limited number of \$19\* seats on each flight. The sale ends on Sunday, March 27, 2011 at 11:59 PM (ET).

**Inaugural Flights Launch**

Between March 25 and April 1, 2011, Vision Airlines begins new service to the following cities; Atlanta GA, Baton Rouge LA, Destin/Ft Walton Beach FL, Ft. Lauderdale FL, Ft Myers/Punta Gorda FL, Greenville SC, Huntsville AL, Knoxville TN, Louisville KY, Savannah/Hilton Head, and St. Pete/Tampa FL.

Beginning April 1, 2011, Vision Airlines launches service to Asheville NC, Chattanooga TN, Columbia SC, Little Rock AR, Orlando/Sanford FL, Shreveport LA,

Vision Airlines is currently flying scheduled service to Atlanta, Destin/Ft. Walton Beach, Houston, St Petersburg, Louisville, Gulfport, Miami and Niagara/Buffalo. More routes will be added on or after March 25<sup>th</sup> 2011.

Tickets and complete vacation packages are now on sale at [www.VisionAirlines.com](http://www.VisionAirlines.com); or through the airline's reservations call center at 1-877-FLY-A-JET.

**FLYING IS LESS EXPENSIVE THAN DRIVING TO FLORIDA**

For decades people living in Vision Airlines' focus cities have been vacationing and retiring along the Emerald Coast. "Because there has never been affordable air travel to Destin-Fort Walton Beach, families have had to endure grueling drives to get to Florida's gulf coast says," COO, David Meers. "That all changes with the launch of our inaugural Florida flights." "With this fare sale, it became very clear people were anxious to return to their favorite vacation spots along Florida's Emerald Coast."

Meers emphasizes, "With gas prices creeping closer to \$4 per gallon in many states, flying Vision Airlines to Florida is now less expensive than driving, especially since we are offering fares as low as \$19\*\*"

On average, Vision Airlines' normal one-way fares to Florida are \$89 - \$99.

### **REVITALIZE EMERALD COAST ECONOMY**

Vision Airlines is expected to play a pivotal role in revitalizing Florida's Emerald Coast tourism industry as the economy was crippled by last year's Gulf of Mexico oil spill.

Florida Governor Rick Scott forecasts that Vision Airlines will generate approximately 4,000 new jobs and will help fill the area's tens of thousands of hotel rooms, many of which remained vacant during the 2010 tourist season, due to the oil spill.

"While there were some tar balls on the Emerald Coast's beaches, there were no off-shore oil slicks," says Mark Bellinger, President and Chief Executive Officer of the Emerald Coast Convention and Visitors' Bureau. "Despite limited environmental impact, tourists avoided the gulf coast altogether in 2010."

The Governor and local tourism officials encourage tourists to see for themselves that Florida's Emerald Coast beaches are still sugary-white and the water is still crystal clear.

### **VISION AIRLINES' BUSINESS MODEL**

Passengers in most Vision Airlines' focus cities are forced to fly on cramped regional jets. They must connect through other cities where they often endure long-layovers. And, typically, these passengers pay extremely high airfares, especially to Florida.

Vision Airlines' business model is based on providing affordable, big jet, non-stop and direct air service from seriously underserved airports to the destinations that people want to fly to most. Florida, Las Vegas, Los Angeles, New York and Washington, DC are among the top travel destinations in the U.S.

### **VISION AIRLINE'S HISTORY**

Vision Airlines' started 16 years ago as Vision Air. The company offered popular tourist flights from Las Vegas to the Grand Canyon. Over the years, the company grew its brand and a worldwide fleet of jets. It has become one of the prominent charter carriers in the world. Vision Airlines' clients have included presidential candidates, celebrities, professional sports teams and some of the best-known gaming resorts.

### **VISION AIRLINES CITIES**

- Asheville, NC - Atlanta, GA - Baton Rouge, LA - Chattanooga, TN
- Columbia, SC - Destin/Ft. Walton Beach, FL - Ft. Lauderdale, FL
- Greenville/Spartanburg, SC - Gulfport/Biloxi, MS - Houston, TX - Huntsville, AL
- Knoxville, TN - Little Rock, AR - Louisville, KY - Miami, FL
- Niagara Falls/Buffalo, NY/Toronto, Canada - Punta Gorda/Ft. Myers, FL
- Sanford/Orlando, FL - Savannah, GA - Shreveport, LA
- St. Petersburg/Clearwater/Tampa, FL

**Fees on \$19 Fares**\*All fares are per person, one-way and non-refundable. A \$50 fee per person applies to any change or cancellation made after purchase of SAVER and ADVANTAGE fares, plus any applicable increase in fare. Fares do not include airport Passenger Facility Charges of up to \$18, September 11th Security Fees of up to \$10 and U.S. Segment Fee of \$3.70 per passenger, per segment. A segment is defined as a takeoff and a landing. A first bag may be checked for a fee of \$15 each way and a second bag may be checked for a fee of \$20 each way if purchased more than 24 hours prior to departure. A first bag may be checked for a fee of \$20 each way and a second bag may be checked for a fee of \$30 each way if purchased less than 24 hours prior to departure. All reservations must be completed by 11:59PM on March 27, 2011. Valid for travel on March 25, 2011 through May 21, 2011 for nonstop flights to/from VPS (IAG & MIA excluded). Fares are limited, may not be available on all flights and are subject to availability at the time of purchase. Fares, routes, and schedules are subject to change without notice.