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OpenSkies Selects TAXI New York as Creative Agency

Campaign to Launch British Airways' Subsidiary Planned for Summer 2008

New York, NY, April 9, 2008 — OpenSkies, the new premium transatlantic airline from British Airways, has hired TAXI New York as its creative agency, the airline announced today. OpenSkies, a wholly owned subsidiary of British Airways, has filed for regulatory approval to launch transatlantic flights this summer beginning with Paris to New York.

“We felt that TAXI New York was a good match for us both creatively and culturally,” said Dale Moss, Managing Director of OpenSkies. “From lie flat seats in business class to extensive entertainment options and a creative, healthy menu, we are passionate about bringing a new customer experience to premium transatlantic travel. We’re excited to partner with TAXI to help communicate our story.”

In its new role, TAXI New York is responsible for all creative communications for OpenSkies as well as the company’s brand position and launch campaign. OpenSkies plans to offer a unique premium atmosphere with a focus on personalization and comfort.

“We are delighted to partner with OpenSkies as they work to redefine premium transatlantic travel,” said John Berg, president, TAXI New York. “The Open Skies agreement has reshaped the landscape for international aviation and our goal is to help OpenSkies establish a fresh voice in this new marketplace.”

The OpenSkies campaign will break in early summer. Media, which was also part of the review, will be handled by Horizon Media, based in New York.

For more information about OpenSkies, visit www.flyopenskies.com

About TAXI:

TAXI Canada Inc. and TAXI Inc. are independent, wholly owned companies with core expertise in Strategic Planning, Advertising, Design, Interactive, Relationship Marketing and Branded Entertainment (through a separate division, chokolat). Founded in Montreal (1992), offices also include Toronto (1992) and TAXI 2 (2006), New York (2004), Calgary (2005) and Vancouver (2007). TAXI’s business is built on a media-neutral approach that allows strategic and creative agility and a consistent brand experience across multiple consumer touchpoints. TAXI ranked 9th in the world per Creativity Magazine, August 2006, was named Canadian Agency of the Year by Marketing Magazine in 2001 and 2005, and won the Strategy Magazine Agency of the Year award in 2002, 2003, 2004 and 2005. TAXI was also named one of Canada’s 50 Best Managed Companies for 2003, 2004, 2005 and 2006 by Deloitte. In 2006, TAXI New York won the O’Toole Creative Award for creative excellence from the American Association of Advertising Agencies. Client assignments in Canada include TELUS Consumer Solutions, MINI Canada, Pfizer’s VIAGRA, WestJet, Canadian Tire, Reitmans Group and Dairy Farmers of Canada. New York clients include Johnson & Johnson (Motrin, Children’s Motrin), New York Life, Blue Shield of California, Rail Europe Group and Versus.