

FOR IMMEDIATE RELEASE

OpenSkies Hires Sloane & Company to Launch New Premium Transatlantic Airline

Award-Winning Public Relations firm to Drive Strategic Communications

Paris/New York – April 1, 2008 – OpenSkies, a new premium transatlantic airline from British Airways, has hired public relations firm Sloane & Company, the airline announced today. Pending regulatory approval, OpenSkies plans to launch inaugural service from Paris to New York this summer and several other Continental European – New York routes over the next 12 months. Sloane & Company is partnering with OpenSkies to create the premium brand, raise awareness of its exclusive travel experience and promote the world-class airline throughout all stages of its development to both the travel community and consumers in key markets.

“Everything we do at OpenSkies will be focused on service and providing customers with the best and most enjoyable experience – from our fully flat beds to our creative menu,” said Dale Moss, Managing Director of OpenSkies. “Sloane & Company matched our passion for great client service and upped the ante with its extensive experience and success in the travel industry. We’re excited to work with them as we transform premium travel.”

Core to the central mandate of Sloane & Company is highlighting the value and logic in OpenSkies’ product offering, as well as showcasing the airplane’s distinct atmosphere, which will focus on personalization, comfort and intimacy. Communications will be targeted at several key market niches including the fashion, retail and financial services industries in Europe and the US.

“The Open Skies agreement, which went into effect on Sunday, marks a new era in transatlantic aviation. The agreement allows for additional connections between world-class cities in Europe and New York. OpenSkies plans to give passengers comfort, warmth and first-rate service at competitive travel prices,” said Elliot Sloane, CEO of Sloane & Company. “We are thrilled to have been selected by OpenSkies and completely embrace the opportunity to creatively collaborate with OpenSkies, telling its unique story to travelers all over the world.”

OpenSkies plans to fly retrofitted Boeing 757s that will carry no more than 82 passengers in a three-class cabin: Biz, Prem+ and Economy. OpenSkies “Biz” class will feature 24 seats that convert into 6-foot, fully flat beds. “Prem+” class will offer 28 premium seats with more legroom than any other premium economy offering, and “Economy” will have 30 comfortable leather seats. OpenSkies anticipates operating a second Boeing 757 later in 2008. The airline plans to increase its fleet to six Boeing 757 aircraft by the end of 2009.

Elliot Sloane, Senior Vice President John Hartz and Vice President Tracey Sawicki lead the OpenSkies account for Sloane & Company.

About OpenSkies

OpenSkies (www.flyopenskies.com) plans to offer a new class of premium transatlantic travel from Continental Europe to New York. The airline, a wholly-owned subsidiary of British Airways, plans to provide unparalleled customer care during direct flights starting in summer 2008.

About Sloane & Company

Founded in 1998 by Elliot Sloane, Sloane & Company, specializes in financial and consumer technology public relations, investor relations, marketing communications, corporate communications and crisis counseling for public and private companies, financial institutions, trade associations and other organizations. Working in highly motivated teams in partnership with its clients, the firm focuses on solving communications problems, building and sustaining corporate identity, supporting marketing initiatives and creating visibility in a crowded and competitive capital marketplace. For more information, visit <http://www.sloanepr.com>.

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Contact: Elliot Sloane
Sloane & Company
212-446-1860