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NEWS RELEASE

FOR IMMEDIATE RELEASE

Monday, September 27, 2010

ISLAND AIR'S \$52* AND \$59* FARE SALE INVITES CUSTOMERS TO DISCOVER WHAT 30 YEARS OF FLYING IS ALL ABOUT

HONOLULU – To continue its celebration of 30 years in Hawai'i, Island Air is offering a Discoverer's Day sale for customers to discover what 30 years of flying is all about. Tickets priced at \$52* and \$59* one-way are offered only through its web site: IslandAir.com. These special fares are available from September 28 to 30, 2010, for travel anytime from October 1 to 31, 2010, including the Discoverer's Day holiday weekend.

\$52* one-way Honolulu↔Lihue; Honolulu↔Kahului

\$59* one-way Honolulu↔Molokai; Honolulu↔Lana'i, Honolulu↔Kapalua, Kahului↔Molokai

Island Air's CEO, Lesley Kaneshiro, commented, "We've seen that locals are very motivated by ticket prices and we want to be a key component that helps our communities conduct business and visit with friends and 'ohana. Island Air is eager to do our part in getting Hawai'i's economy moving again."

*Island Air's \$52 & \$59 fares are for a one-way flight segment and valid for direct flights only. Fares are available online only at IslandAir.com. Fares are subject to seat availability and can change without notice. Fares are nonrefundable and nontransferable. Fares do not include federal transportation segment tax or security fee. Taxes, fees, and other restrictions apply. Baggage charges may apply.

Island Air is Hawai'i's leading regional carrier, serving airports on all major Hawaiian Islands. Founded in 1980 to provide scheduled service between Princeville and Honolulu, the airline now offers 338 weekly flights between the islands of O'ahu (Honolulu International Airport), Maui (Kahului Airport and West Maui's Kapalua Airport), Molokai (Ho'olehua Airport), Lana'i (Lana'i City Airport), Kaua'i (Lihue Airport), and the Island of Hawai'i (Kona International Airport). Island Air is committed to its island communities as well as providing warm and personalized service for its customers and those of its code-share partners Continental Airlines, Hawaiian Airlines, and United Airlines. For reservations, flight information, and free membership in Island Air's Cloud 9 Customer Rewards Program, visit www.IslandAir.com.

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Reservations 1 800 652-6541 | IslandAir.com