



ISLAND Air



Serving Hawai'i Since 1980

## NEWS RELEASE

FOR IMMEDIATE RELEASE

Monday, November 8, 2010

### **ISLAND AIR OFFERS \$99\* ROUNDTrips WITH FREE BAGGAGE FOR BLACK FRIDAY SHOPPING**

HONOLULU – Island Air's 30<sup>th</sup> Anniversary celebration continues with an invitation for neighbor island residents to shop in Honolulu over the Black Friday weekend. For three days the airline is offering a \$99\* roundtrip fare available only through its web site: IslandAir.com. This fare will be sold on November 9, 10 and 11, for travel anytime from November 25 to 27, 2010 on select routes. Customers traveling on this fare will be allowed two (2) checked luggage pieces at no cost.

\$99\* roundtrip routes are: Lihue↔Honolulu; Molokai↔Honolulu; Lana'i↔Honolulu, Kapalua↔Honolulu; Kahului↔Honolulu

Island Air's CEO, Lesley Kaneshiro, stated, "We want our extended 'ohana in all our island communities to have a great holiday experience. We hope this special fare encourages them to come to Honolulu, shop the Black Friday sales, and not worry about bag fees on their way home."

\*Island Air's \$99 fare is for a roundtrip flight segment and valid on direct flights only. Fare is available online only at IslandAir.com. Fare is subject to seat availability and can change without notice. Fare is nonrefundable and nontransferable. Fare does 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](http://www.IslandAir.com).

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Reservations 1 800 652-6541 | [IslandAir.com](http://IslandAir.com)