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PRESS RELEASE

NEW BOOKING OPTIONS FOR SERBIANS AS AIR SERBIA LAUNCHES NEW TRAVEL SHOP, FACEBOOK PAGE AND WEBSITE

From today, Serbian travellers can choose from a range of new options to select and book air travel, as Air Serbia launches new sales channels including its first Travel Shop in Belgrade, as well as a new Facebook page and a new website.

The first Air Serbia Travel Shop opened in Belgrade today, offering a range of expanded services and a new emphasis on providing the highest levels of customer service. Hundreds of Serbs visited the new store, taking advantage of a wide variety of launch day offers.

The Travel Shop, located on the familiar spot near Saint Mark's Church, has been designed to reflect not just the new Air Serbia corporate identity, but also the company's new customer-focused philosophy.

Open between 8.00am and 8.00pm, Monday to Friday, and from 8.00am to 3.00pm on Saturdays, the store has a dedicated team providing a one-stop shop for all Air Serbia-related travel enquiries and bookings.

Dane Kondić, Air Serbia Chief Executive Officer, said: "The Travel Shop gives our guests their first real taste of the new Air Serbia, ahead of our inaugural flight on 26 October.

"These shops are a critical part of our strategy for success. They bring Air Serbia to our guests.

"Revitalised with a fresh new look and feel, this shop will offer levels of customer service not seen before.

"At all times – from when our guests seek advice in our travel shops, to when they make bookings, to when they arrive at the airport, to when they reach their destination – our unceasing goal will be to provide the highest levels of customer care, service and warmth."

Travel shop staff will wear a uniform that reflects the new Air Serbia brand and will assist customers with a wide range of services.



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Customers can also access information and make bookings through Air Serbia's new Facebook page (www.facebook.com/airserbia) which is also launched today and its new website at www.airserbia.com.

Dane Kondić said the airline was committed to offering customers a range of choices when it came to bookings. "We are ensuring people can take advantage of the latest technology, with improved digital channels. But nothing will ever replace the personal touch here in Serbia and that is why travel shops will always be a core part of our sales strategy."

The inaugural Air Serbia flight departs Belgrade on Saturday 26 October for Abu Dhabi, the capital of the United Arab Emirates. It is the first new destination for the airline formerly known as Jat Airways.

New Air Serbia flights to Banja Luka in Bosnia, Bucharest in Romania, Ljubljana in Slovenia, and Prague in the Czech Republic will also launch by the end of the year.

Photo captions:

Photo 1: Air Serbia crew member - retail shop opening

Photo 2: Group of Air Serbia crew at retail shop opening 23 Oct

Photo 3: Opening of Air Serbia retail shop 1: L to R Saša Radulović Minister for Economy, and Dane Kondić, Chief Executive Officer, Air Serbia

Photo 4: Opening of Air Serbia retail shop 2: Saša Radulović Minister for Economy, and Dane Kondić, Chief Executive Officer, Air Serbia

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About Air Serbia

Air Serbia launches on 26 October 2013 as the national airline of the Republic of Serbia. It serves more than 30 Euro-Mediterranean destinations directly from its hub at Belgrade's Nikola Tesla International Airport with passenger and cargo services. It also offers long-haul and international destinations in Asia, Australia and the Americas through its codeshare partners and its future 49 per cent shareholding equity partner, Etihad Airways. The airline currently operates a fleet of 14 aircraft comprising 10 Boeing 737-300s and 4 ATR 72s. It will take delivery of six Airbus A319 aircraft by the end of 2013, with another four new aircraft in 2014. Air Serbia will be a key part of the nation's aviation infrastructure and will play a fundamental role in the development of Serbia's travel and tourism industry and the country's economic growth. For more information, please visit www.airserbia.com