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Media Contact:
Maria Hayworth
Hayworth Creative Public Relations
386.677.7000/maria@hayworthcreative.com

New Non-Stop Air Service Brings Potential of More Than $73 Million in Direct Visitor Spending to The Palm Beaches and Boca Raton

— Direct Air's Service From Six New Destinations Could Bring More Than 103,000 Additional Visitors To Palm Beach Annually—

PALM BEACH COUNTY, Fla. (August 13, 2010)—Palm Beach County Convention & Visitors Bureau (CVB) President and CEO Jorge Pesquera today joined Palm Beach County Commissioner Burt Aaronson, Direct Air President Ed Warneck, Palm Beach County Director of Airports Bruce Pelly and Puerto Rico Convention Bureau Senior Vice President Luis Mendez to announce all-new, non-stop direct air service between Palm Beach International Airport (PBIA) and San Juan, Puerto Rico (SJU) and Punta Cana in the Dominican Republic (PUJ), starting December 16, 2010 with three inbound flights per week using Boeing 737-400, 165-passenger aircraft.

Today's news follows a related announcement with Direct Air last month, during which the airline revealed it would be offering non-stop air service from four new markets into the PBIA. Beginning Thursday, Nov. 18, 2010, flights to/from Worcester, Mass.; Kalamazoo/Battle Creek, Mich.; Rockford/Chicago, Ill.; and Niagara Falls/Buffalo, N.Y. (also serving Toronto, CA), will operate on a weekly basis with Boeing 737-400, 150-passenger aircraft flights at PBIA. Together, Direct Air's new inbound domestic and international service has the potential to bring more than $73 million in direct visitor spending to The Palm Beaches and Boca Raton each year.

"The new nonstop service to San Juan and Punta Cana is the second piece of exciting news we've had the pleasure to announce with our partners at Direct Air this summer, and a clear confirmation of the renewed interest that we are seeing in The Palm Beaches and Boca Raton from customers and investors alike," said President and CEO of the Palm Beach County Convention and Visitors Bureau Jorge Pesquera. "We're grateful for such great industry partners like Direct Air and Palm Beach International Airport and grateful to the Board of County Commissioners for their strong support in these challenging times. It is indeed an honor to work in a community that understands the value of tourism and is committed to delivering an exceptional one-of-a-kind experience. Palm Beach County is, after all, the best way to experience Florida!"

"Palm Beach International Airport is an ideal location for Direct Air," says Ed Warneck, Direct Air President. "In the short time we have been taking reservations for West Palm Beach flights, it's proven to be very popular as a destination from four of our northern U.S. markets, and we're confident it will be just as attractive as a gateway to the Caribbean. We think flyers all over the east Florida coast will love our non-stop flights and low airfares from a stress-free airport to two of the Caribbean's top destinations."

To celebrate its new Caribbean destinations, Direct Air is offering a special "$99.00 for 99 Hours" sale. All available flights from Palm Beach International Airport to Punta Cana and San Juan will start at a special introductory airfare of just $99.00 each way, plus applicable taxes, with First-Class upgrades available for an additional $100 extra each way. The Caribbean flights will be offered on Saturdays to Punta Cana and Thursday and Sundays to San Juan. This sales event will begin Thursday, August 12, 2010 at 7 a.m. EST and will end on Sunday August 15, at 11 p.m. EST. Customers may book online at www.visitdirectair.com or toll-free at 1 (877) 432-3473.

Known as America's First Resort Destination®, The Palm Beaches and Boca Raton have welcomed visitors from around the world for more than a century. Situated on Florida's southeastern coastline, the destination boasts 47 miles of Atlantic Ocean shore, 27 family-friendly attractions, 170 golf courses, more than 2,000 restaurants, world-class museums, 63 parks and eco-sites, internationally-recognized shopping districts, and more. For information on The Palm Beaches and Boca Raton and ways to take advantage of your stay, visit www.PalmBeachFL.com or call the Palm Beach County Convention and Visitors Bureau at 800.554.7256.

Based in Myrtle Beach, S.C., Direct Air currently services 15 cities in the Northeast, Midwest and Southeast United States. The airline expects to celebrate its 1,000,000th passenger this year.

About the Palm Beach County Convention and Visitors Bureau

The Palm Beach County Convention and Visitors Bureau is the official destination marketing organization for Palm Beach County, Fla. Tourism is among Palm Beach County's major industries, generating a direct annual economic impact of $2.8 billion in the local economy, producing $23 million dollars in bed-tax revenue and lodging sales of approximately $623 million.

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Flights are Public Charters operated by Xtra Airways. Advertised airfares are one-way and include Federal Excise Tax of 7.5%. Airfares do not include September 11th Security Fees of $2.50 per person, Federal Flight Segment Taxes of $3.70 per person, Passenger Facility Charges (PFC) of up to $4.50 per person, and Convenience Fees of $10 per person each way. International Flights (including Puerto Rico) may include arrival in the US inspection fees up to $17.50, Passenger Facility Charges(PFC) up to $18.00per round trip passenger in local airport charges, and other government taxes and fees(including U.S. government excise tax) of up to $100.00 per round trip. Additional taxes, fees, and airport charges may apply up to 22% of the fare value per country. For reservations made by calling (877) 432-DIRECT, a $2.00 per person Reservations Department Fee will apply. Bookings made by visiting a Myrtle Beach Direct Air ticket counter location will not be assessed the Convenience Fee or Reservations Department fee. Fares subject to availability at time of booking, and are subject to change. Surcharges will apply for checked luggage, coach seat selection and First-Class Upgrades; see Operator-Participant Agreement for details.