



NEWS RELEASE

For Immediate Release

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Provincial Airlines Committed to Filling Void in Regional Air Services

St. John's, NL --- Brian Chafe, Chief Operating Officer of Provincial Airlines, responded today to the Air Labrador announcement of reduction of its air services in Newfoundland and Labrador and Quebec.

Provincial Airlines has been committed to operating a regional air service that is responsive to the needs of travelers throughout Eastern Canada. Provincial is therefore planning increases in its seat capacity where required that will more than adequately fill the void and ensure we minimize the impact on the travelling public.

Provincial has been very successful in strategically implementing expansion plans through controlled growth, and most recently, earlier this month, with its partner Innu Mikun Airlines expanded service to the communities of Natashuan, La Romaine, St. Augustine and Blanc Sablon, on the Quebec North Shore. The company has a rich history of expansion and enhancement of service quality for regional markets and has responded successfully to market changes in the past when Air Canada Jazz and Canjet announced reductions of their services in the region. There has also been a continuous effort to improve customer service while maintaining an economical fare structure.

Brian Chafe, Provincial Airlines' Chief Operating Officer stated, "We want to assure the public that we understand the regional markets and will implement plans for increased service." Senior officials of the company are currently arranging meetings with provincial government officials, airport authorities, municipalities, local chambers of commerce, and business and tourism groups to ensure a smooth transition of these services to Provincial Airlines.

Calvin Ash, Provincial Airlines' Director of Commercial Operations added "We will assist Air Labrador on the protection of passengers who have future bookings with them to minimize the effect on the public caused by this change in the market."

With over 35 years in the aviation industry, Provincial Airlines and its partner Innu Mikun Airlines provide scheduled passenger and air cargo services to 19 destinations in Eastern Canada. Provincial Airlines, a Newfoundland and Labrador owned company, is the largest independent regional airline in Eastern Canada and is part of the Provincial Aerospace Group.

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