



AirAsia.com

News Release

FOR IMMEDIATE RELEASE

AirAsia X Connects Paris to Asia

**Announcing 2nd European destination after London for as low as
€99/RM499 one way**

Paris, 18 November 2010 - AirAsia X, the long-haul low fare affiliate of AirAsia, today officially announced an all in fare from as low as €99 / RM499 one way from Paris, France to Kuala Lumpur, Malaysia, announcing its second European destination, connecting Paris to Asia after London.

Flights for the special offer is available for **booking online** from **22 to 24 November, 2010** (22 November – 00:00 hrs Paris time, 7am Malaysia) for the four times weekly direct flights which will commence on 14th February 2011 between Paris- Orly International Airport and Kuala Lumpur International Airport's Low Cost Carrier Terminal. **Travel period for the special fare is from 14 February to 10 November, 2011.** From an all in fare as low as €99 / RM499 one way, the route will make travel between Asia and Europe more accessible and affordable as ever.

Promotional seats are limited and available on first-come, first-served basis and made exclusively available online via www.airasia.com.

AirAsia X celebrated the announcement of the new Kuala Lumpur – Paris route today at the Palais De Chaillot, Paris- with the presence of prominent figures from France; H.E Tan Sri Abdul Aziz Zainal; the Malaysian Ambassador in France, Monsieur Frank Goldnadel; Director of Paris Orly Airport, the ambassadors from Brunei, Laos, Philippines and Cambodia in France, Dr. Kiran Rao; Airbus Executive Vice President of Sales and Marketing, Mr. Bernard Rey; Chairman of Renault Sport and Renault F1 Team, Dato' Sri Dr. Tony Fernandes; Group CEO of AirAsia and Founder of AirAsia X, Azran Osman-Rani; CEO of AirAsia X and over 150 invitees from the French trade, media, and hoteliers.

AirAsia Group CEO and AirAsia X Founder Tony Fernandes said, "AirAsia X's Paris-Kuala Lumpur route is the realisation of one of its long-held ambition to open up yet another affordable access between Malaysia and Europe for both ASEAN and European communities. We have an incredible route network and at €99, the opportunity for French and Europeans to explore the ASEAN region has never been greater."

"Being a truly ASEAN airline, we are committed to promoting tourism and travel throughout and beyond that region. This new route will benefit everyone, enabling magnificent holidays in beautiful locations, encouraging economic and tourism activity, bringing in revenue and creating job opportunities," he added.

The new route will be serviced by the Airbus A340 aircraft with 327 passenger capacity including 18 Premium seats. Guests flying on this new route will have the chance to experience the new comfortable 'Premium FlatBed seats' which are standard business class specifications of 20" width, 61" pitch and stretches out to 77" in full recline position. The seats feature universal power sockets, adjustable headrests and built-in personal utilities such as tray table, drink holder, reading light and privacy screen. This new improvement offers unmatched comfort to the guests and position AirAsia as the market leader, further bolstering the brand as the epitome of innovation and excellence.

AirAsia X covers destinations which are more than four hours in flight duration from Kuala Lumpur, complementing the existing AirAsia network of over 76 destinations throughout ASEAN, China and India. Via AirAsia's 9 major hubs in Malaysia, Thailand and Indonesia, passengers can enjoy unparalleled access to destinations throughout Asia, including Langkawi, Kota Kinabalu, Phuket, Borneo, Bali, Seam Reap, Phnom Penh and Ho Chi Minh City.

AirAsia X Chief Executive Officer, Azran Osman-Rani said, "The Paris route is a significant achievement for us, allowing those who have always wanted to travel between Europe and ASEAN to achieve their dream, at an affordable price. The commencement of the inaugural flight from Kuala Lumpur to Paris on February 14, 2011 is our Valentines gift for loved ones, and families from the Asian region who wants to celebrate the occasion in the romantic city of Paris. Likewise, Parisians may now look into Asia as their dream travel getaway."

“We have always been enthusiastic in venturing into a new European country since we launched London. The establishment of this new route is a significant achievement for us and is a reflection of our commitment to expanding our international operations further. Like Kuala Lumpur’s Low Cost Carrier Terminal (LCCT) - the gateway of ASEAN – Paris, Orly has true potential to be the gateway of Europe. Our renowned low-fare offerings will stimulate more demand from the European community to discover ASEAN and vice versa”, Azran concludes.

In just 3 years AirAsia X has flown more than 2 million passengers. The airline now flies to 14 destinations in Australia (Gold Coast, Perth and Melbourne), China (Hangzhou, Tianjin and Chengdu), Taiwan (Taipei), Iran (Tehran), Korea (Seoul), India (Delhi and Mumbai), UK (London), Japan (Tokyo) in December and soon to France (Paris) in February, bringing the well known brand on to a global stage. Supported by the wide route network of AirAsia, it has brought new definition to low cost long-haul travel. As a group, AirAsia has carried more than 100 million passengers to date.

AirAsia is also offering great hotel rates and personalized travel packages under AirAsiaGo, its one stop travel portal at www.airasiago.com. Guests can obtain greater savings and more value for money on their accommodation in addition to the low fares that AirAsia X offers. Currently, AirAsiaGo has a wide range of over 70,000 hotel partners globally and over 5,000 activities and tours to cater to every traveler’s budget.

Guests from France may contact **AirAsia X - Paris Booking & Enquiry Hotline** daily from Monday to Sunday at **01 70 48 07 22** from 8.00 am to 9.00 pm (France).

Never miss out on updates and promo deals by following AirAsia via Facebook (facebook.com/AirAsia) and Twitter (twitter.com/AirAsia).

For more information, log on to www.airasia.com.

**Promo Fares include airport taxes.*

Flights and fares are subject to availability and are for one way travel only.

FLIGHT SCHEDULE FOR KUALA LUMPUR - PARIS

Winter Schedule (14 February to 26 March 2011)

Flights From	Departure/ Arrival	Flight No.	Frequency
Kuala Lumpur – Paris	09:00 / 15:40	D7 2014	Monday, Thursday
	01:05 / 07:45	D7 2012	Wednesday, Sunday
Paris – Kuala Lumpur	17:10 / 12:50	D7 2015	Monday, Thursday
	10:00 / 05:40	D7 2013	Wednesday, Sunday

Summer Schedule (27 March to 8 May 2011)

Flights From	Departure/ Arrival	Flight No.	Frequency
Kuala Lumpur – Paris	09:00 / 16:40	D7 2014	Monday, Thursday
	01:20 / 09:00	D7 2012	Wednesday, Sunday
Paris – Kuala Lumpur	18:10 / 12:50	D7 2015	Monday, Thursday
	10:30 / 05:10	D7 2013	Wednesday, Sunday

Summer Schedule (9 May to 10 November 2011)

Flights From	Departure/ Arrival	Flight No.	Frequency
Kuala Lumpur – Paris	01:20 / 09:00	D7 2012	Tuesday, Thursday, Friday, Sunday
Paris – Kuala Lumpur	10:30 / 05:10	D7 2013	Tuesday, Thursday, Friday, Sunday

END

About AirAsia and AirAsia X

AirAsia, the leading and largest low-cost carrier in Asia, services the most extensive network with approximately 139 routes covering destinations in Asia, Australia and Europe. Within 8 years of operations, AirAsia has carried over 100 million guests and grown its fleet from just two aircraft to approximately 96. The airline today is proud to be a truly Asean (Association of Southeast Asian Nations) airline with established operations based in Malaysia, Indonesia and Thailand, servicing a network stretching across all Asean countries, China, India, Bangladesh, Sri Lanka and Australia. This is further complemented by **AirAsia X**, its low-fare long-haul affiliate carrier that currently flies to destinations in China, Australia, Taiwan, Iran, Korea, UK and soon Japan. AirAsia is the regional carrier with the largest destination network and highest flight frequencies. AirAsia was named the 2010 World's Best Low Cost Airline in the annual World Airline Survey by Skytrax for two consecutive years.

For further information, MEDIA please contact:

MALAYSIA

Sherliza Zaharudin

My Mobile No : +6019 282 5887

My Office No : +603 8660 4614

My Email : sherlizazaharudin@airasia.com

FRANCE

Adlina Borhan

tel : 01 42 33 18 66

adlina@abmarcom.com

Catherine Magnien/Juliette Morin
jmorin@abmarcom.com