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Jetstar airlines move to single brand and distribution approach to support growth in Asia

Ahead of Jetstar's imminent commercial launch of long-haul international operations from Australia direct to South East Asia, Japan and the Pacific, carriers within the Jetstar group of airlines, including Jetstar Asia, have been re-positioned under one single brand.

The alignment of brands follows the successful convergence earlier this month of both Jetstar Asia and Jetstar Airways websites into one enhanced, integrated site at Jetstar.com.

Customers globally can now log onto the integrated website at Jetstar.com to make bookings for all Jetstar, Jetstar Asia and Valuair flights. The site also demonstrates a new look and feel, content localization and multi-language capability.

Both Jetstar and Jetstar Asia customers can now also access respective Telephone Reservations for locally derived flight bookings and enquiries.

Jetstar Chief Executive Officer Alan Joyce said with the Australian based Jetstar's commercial launch of long haul international services, successful pursuit of a single brand and alignment of some core functions including direct distribution channels, revenue and inventory management would support the predicted growth of the Jetstar brand globally.

He said within 3 years, Jetstar's international operations will collectively become greater in size than its existing narrow bodied Airbus A320 fleet operations now serving 21 destinations with more than 1000 weekly services.

"With such a predicted growth curve in terms of our anticipated future international flying opportunities, the delivery of a common brand and integrated website, well supports Jetstar's international expansion plans from Australia and our desire to build brand recognition in new overseas markets," Mr Joyce said.

"To date the anticipated commercial and consumer benefits from a single point of booking, customer enquiry and information at Jetstar.com has more than met expectations."

Jetstar Asia Chief Executive Officer Ms Chong Phit Lian said the promotion of a single Jetstar brand also makes clear sense where Jetstar Asia and Jetstar will operate side by side into South East Asian ports.

"From November this will occur in both Bangkok and Phuket markets," Ms Chong Phit Lian said.

"The Jetstar group of airlines is committed to the continuous improvement of its distribution systems to make it even easier for our customers and travel industry partners to do business with our airline. This includes international point of sale of Jetstar fares across Asia and within Australia."

Mr Joyce said Jetstar.com now received over 1.25 million unique visitors a month to Jetstar.com, a 300 per cent increase on two years ago.

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