



NEWS RELEASE

FOR IMMEDIATE RELEASE

Wednesday, November 5, 2008

ISLAND AIR UNVEILS NEW FLIGHT ATTENDANT AND CUSTOMER SERVICE UNIFORMS AT BISHOP MUSEUM EVENT

HONOLULU – Island Air employees will have a new look, which the airline will reveal at the Bishop Museum’s Family Sunday on November 9, 2008. The carrier’s new uniforms were created to add distinction between its Flight Attendants and Customer Service Agents, two positions that were formerly combined into one function.

Les Murashige, Chief Operating Officer said, “Today’s travel includes technical itineraries and electronic tickets that require extensive training and attention to detail. Additional security systems have made the computerized check in process more complex. So we’ve worked with our employees to split the position of Customer Service Flight Attendant into two specialized functions, ensuring our customers have the best travel experience on land and in the air.”

In addition to the 11:30 a.m. fashion show, visitors can enter to win a family trip for four at Island Air’s booth on Flander’s Lawn. Following the drawing and fashion show, the local music group *Hawaiian Time* will perform. The event ties the airline’s uniform unveiling with its sponsorship of the traveling exhibit, “Megalodon: Largest Shark That Ever Lived,” which is on display at the Bishop Museum until January 11, 2009.

Island Air has planned a day of fun for the entire family and invites all ohana to attend.

Island Air is Hawai’i’s leading regional carrier, serving airports on all major Hawaiian Islands. The airline now offers 414 weekly flights between the Islands of O’ahu (Honolulu International Airport), Maui (Kahului Airport and West Maui’s Kapalua Airport), Moloka’i (Ho’olehua Airport), Lana’i (Lana’i City Airport), Kaua’i (Lihue Airport), and the Island of Hawai’i (Hilo International Airport and Kona International Airport). For reservations, flight information, and free membership in Island Air’s Cloud 9 Customer Rewards program, visit www.islandair.com.

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