



August 1, 2014

Hartsfield-Jackson Celebrates Arrival of PEOPLExpress to Atlanta

After nearly 30 years PEOPLExpress returns to Atlanta

ATLANTA – Hartsfield-Jackson Atlanta International Airport and PEOPLExpress celebrated the return of PEOPLExpress to Atlanta with a water cannon salute and a ribbon cutting ceremony today. PEOPLExpress will provide daily low-fare service between Hartsfield-Jackson and Newport News/Williamsburg International Airport (Virginia).

“Providing excellent customer service and more options to travelers is a top priority,” said Hartsfield-Jackson General Manager Miguel Southwell. “We are pleased to welcome back PEOPLExpress to Atlanta and to provide yet another destination served by the world’s busiest and most efficient airport.”

Starting today, PEOPLExpress will operate a daily service, arriving from Newport News at 11:50 a.m. and departing Atlanta at 12:50 p.m. Introductory fares start at \$79 each way. Newport News is the gateway to some of the nation’s most historic sites, including Williamsburg, Yorktown and Jamestown, along with easy access to Tidewater’s military bases.

“Atlanta was an important destination for the original PEOPLExpress in the 1980s and we’re delighted to return with the same great low fares and convenient non-stop service,” said Jeff Erickson, a long-time airline executive leading the start-up. “People have been very receptive and supportive of our service. From the very beginning, PEOPLExpress was designed to provide a fun, creative and innovative approach to air travel to dispel the myth that low air fares have to mean low service or an impersonal experience. PEOPLExpress is restoring the concepts of respect, value and excitement to the air travel experience. It’s time to Fly Smart!™”

PEOPLExpress has developed a low-cost, a la carte service model that enables customers to create a customized travel product reflecting their individual wishes and budgets. Customers can choose to fly at an ultra-low price with friendly and attentive service but minimal frills or they can opt to purchase extras they want to make their trip more enjoyable, such as priority boarding, pre-assigned seating or an upgrade to a Living Large™ seat with more personal space.

Tickets are on sale at www.flypex.com or by calling toll free (844) 4FLYPEX) from 8 a.m.-8 p.m. daily, Eastern time.

EDITORS: Click here to download broadcast quality b-roll footage of today’s press conference: vimeo.com/102365192.

###

Hartsfield-Jackson Atlanta International Airport

Hartsfield-Jackson (ATL) is the world's busiest and most efficient airport, serving more than 94.4 million passengers annually with nonstop service to more than 150 U.S. destinations and nearly 70 international destinations in more than 45 countries. ATL boasts a direct economic impact of \$32.5 billion in metro Atlanta and \$68.3 billion in Georgia. The Airport is the largest employer in Georgia, with more than 58,000 employees. The Airport is a frequent recipient of awards of excellence for concessions, operations, architectural engineering and construction – including the 2013 Global Efficiency Excellence Award from the Air Transport Research Society, 2013 Project of the Year, Architectural Category for the Maynard H. Jackson Jr. International Terminal from the American Association of Airport Executives Southeast chapter and the 2012 Best Airport in North America, Business Travel Award from the Business Traveler Magazine. ATL has completed more than \$6 billion worth of capital improvements, including a new, energy-efficient rental car center, a gold LEED-certified international terminal and aesthetic and functional upgrades to its concourses, people movers and parking services. For more information, go to www.atlanta-airport.com. Check out the Airport's YouTube channel by visiting www.youtube.com/AtlantaHartsfield, follow us on Twitter (@Atlanta_Airport) and become a fan on Facebook (Hartsfield-Jackson Atlanta International Airport).

PEOPLExpress

From its base at Newport News-Williamsburg International Airport, Vision Airlines dba PEOPLExpress, with a fleet of three Boeing 737 aircraft, is serving Atlanta, Boston, Newark, Pittsburgh and West Palm Beach. Service to St. Petersburg and New Orleans begins Aug. 28. Built on the platform of an iconic brand, the new PEOPLExpress is committed to restoring the concepts of respect, value and excitement to the air travel experience with a focus on safety, comfort and quality service at a great price. For more information, please visit www.flypex.com