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SHARP AIRLINES EXPANDS TO SOUTH AUSTRALIA

Sharp Airlines, one of Australia's most experienced regional airlines, is pleased to announce that it will soon commence flying between Adelaide and Port Augusta, and between Adelaide and Mildura.

The new service will begin on 28 April 2008. Bookings will be available from the Sharp Airlines website from 24 March 2008.

Mr Malcolm Sharp, Managing Director and Chief Pilot of Sharp Airlines, said "I am delighted to announce that we will soon be providing regular airline services between Adelaide and Port Augusta, and between Adelaide and Mildura. Sharp Airlines is committed to regional aviation. We are therefore very excited about offering a safe, reliable and economical service between Port Augusta, Adelaide and Mildura".

"Setting up an Adelaide base is a logical step for us", said Mr. Sharp. "Port Augusta in particular is the gateway to South Australia's resources boom. It is our judgement at Sharp Airlines that a resources boom is just over the horizon. We would like to play a part in it by linking Adelaide and Port Augusta".

"So too with the Adelaide-Mildura run. Air transport is an economical, fast alternative to road and rail. Our service makes the Adelaide-Mildura trip viable for corporate, industry, commuter and tourist passengers", he said.

South Australian Minister for Transport, the Hon Patrick Conlon MP said "The Government is very pleased that we have been able to preserve airline routes for two very important regional centres. We are very confident about the future of regional towns and we expect continued growth in the future. We wish Sharp Airlines every good luck for the new services".

Founded in 1990, Sharp Airlines offers a diverse range of aviation products including airline services, charter services, Airline Pilot Cadet training, engineering services and specialist aerial work. Headquarters are in Hamilton, Victoria, with current operational bases in Melbourne (Essendon), Hamilton, Portland, and Avalon (Geelong).

"We have a fleet of 10 aircraft and 25 personnel", said Mr. Sharp. "We currently fly 54 scheduled services each week, seven days a week, between our four airports, and carry in excess of 20,000 passengers each year. We are proudly regional. Providing services to Port Augusta and Mildura sits very well with our operational goals".

Sharp Airlines will use the world's most successful twin turboprop, the 19-seat Fairchild Metroliner, as the flag-bearer for the Port Augusta community.

"Metros are fast, comfortable, perform well in all conditions and are economical", said Mr. Sharp. "They are ideal for the Port Augusta, Mildura and wider South Australian communities".

Based on almost 20 years' experience in the aviation industry, Sharp Airlines believes that its new service will appeal to corporate, government, business and industry clients; to local residents seeking a trip to Adelaide, or perhaps wishing to fly down and back in a day; and, in the longer term, to tourists.

"A 50 minute flight from Adelaide to Port Augusta or 60 minutes to Mildura are faster than a three to four hour drive, more economical . . . and the view's much better", said Mr. Sharp.

"Our promise to the people of South Australia and north-west Victoria is very straightforward", said Mr. Sharp. "Our operational goal is to offer competitive air services at competitive prices. Our operational commitment is to service quality, air safety and customer satisfaction".

"We're really looking forward to demonstrating what we can do for the people of Port Augusta, Adelaide and the wider community of South Australia. We've long been called south-west Victoria's regional airline. We would now like to earn the reputation for being southern Australia's regional airline. So it's over to us to prove ourselves".

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Sharp Airlines Website at www.sharpairlines.com.au

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