

Air Arabia Maroc" to begin operations in early 2009

New hub to be located at Casablanca airport; Follows agreement signed with Regional Air Lines of Morocco; New carrier to provide services domestically in Morocco and throughout Europe

Mumbai, Maharashtra, November 4, 2008 /[India PRwire](#)/ -- Air Arabia, the first and largest low-cost carrier (LCC) in the Middle East and North Africa, announced today that it will commence operations from its second hub in Morocco in early 2009, subject to government approvals. Air Arabia's second hub in Casablanca will provide the Sharjah-based LCC with a platform from which to reach the wider Europe, Middle East and Africa (EMEA) market. The new airline, named "Air Arabia Maroc" will cover Morocco's domestic sector and operate in selected destinations across Europe and Africa.

Last year, Air Arabia announced the establishment of its second hub following the signing of a management agreement with Regional Air Lines, the leading private carrier in Morocco. Air Arabia will assume management control and apply its successful business model to the management of the newly established LCC.

Sheikh Abdullah Bin Mohammed Al Thani, Chairman of Air Arabia, said: "Air Arabia already enjoys a strong presence in the MENA region, and has now embarked upon a phase of rapid growth and expansion. In addition to further strengthening our operations in Sharjah, we are keen to capitalise on the immense potential in North Africa and Southern Europe. With our new hub in Morocco, we will now be able to expand our coverage across EMEA markets. Work on the Casablanca hub is in full swing and operations will begin early next year."

Mohamed Hassan Ben Salah, Chairman, Regional Air Lines, said: "We are very excited about our partnership with Air Arabia. Since the announcement of this agreement last year, we have been working closely to create an airline that will provide travelers in Morocco and across the EMEA region with greater choices in efficient and cost-effective travel solutions. With its expanded coverage, we are confident that the new carrier will also contribute to the growth of tourism in the Kingdom."

Launched in 1997, Regional Airlines covers nearly all major urban centres in Morocco and four destinations in the southern European nations of Spain and Portugal.

Ithmaar Bank, a Bahrain-based investment bank with global reach, also joins Air Arabia and Regional Air Lines as partners in the newly created company.

Notes to Editor

About Air Arabia: Air Arabia (PJSC), listed on the Dubai Financial Market, is the Middle East and North Africa's leading low-cost carrier (LCC). Air Arabia commenced operations in October 2003 and currently operates a fleet of 16 new Airbus A320 aircraft, serving 44 destinations across Middle East, North Africa, Indian Subcontinent and Central Asia through its main hub in Sharjah, United Arab Emirates.

Air Arabia is modeled after leading American and European low-cost airlines, and its business model is customised to accommodate local preferences. Its main focus is to make air travel more convenient through Internet bookings and offering the lowest fares in the market along with the highest levels of safety and service standards.

About Regional Air Lines: Regional Air Lines, launched in 1997, is the leading private airline in Morocco. With the objective of becoming the first airline to set up a regional network from its hub in Casablanca, the carrier has grown organically over the past decade to expand its coverage area to include nearly all major urban centres in the Kingdom and four destinations in the southern European nations of Spain and Portugal. The carrier operates a fleet of 10 aircraft and employs 230 staff of 15 different nationalities.

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