

NewLeaf New Flights New Route

Regina International Airport (YQR) is excited to start the summer season with the launch of NewLeaf! Effective July 28, 2016, YQR will begin welcoming flights with Canada's newest, ultra-low cost travel company NewLeaf and the start of new non-stop flights to Kelowna, British Columbia. All flights are served by a Boeing 737 aircraft.

"We are thrilled to officially welcome NewLeaf to Regina and southern Saskatchewan and excited to provide convenient air travel between a great West Coast Canadian destination and partner airport in Kelowna," said Dick Graham, President and CEO, Regina Airport Authority. "Regina International Airport welcomes the opportunity to have NewLeaf as part of the YQR family and we look forward to additional opportunities this brings to our community."

Effective July 25 – October 2, 2016, the new non-stop route twice weekly from Regina to Kelowna will be as follows:

- Departure from Regina to Kelowna on Thursday at 12:25 pm
- Departure from Regina to Kelowna on Sunday at 6:10 pm

For further information on NewLeaf please see the attached media release as well as visit www.gonewleaf.ca to view the route map, pricing and booking details. Tickets will be on sale on the NewLeaf website starting on June 23, 2016.

Find out more about Regina International Airport (YQR) and connect with us on our website, twitter, Facebook, instagram and LinkedIn.

- 30 -

For more information please contact:
DICK GRAHAM | President and CEO
P: 306.761.7575 | [E: RGRAHAM@YQR.CA](mailto:RGRAHAM@YQR.CA)

KARI DEAN | Director of Communications
P: 306.761.7497 | [E: MEDIA@YQR.CA](mailto:MEDIA@YQR.CA)

NewLeaf Travel returns with more destinations and ultra low cost fares

(Winnipeg, MB – June 23, 2016) NewLeaf Travel Company Inc. today announced it will resume sales with ultra low fares and an expanded route map. Customers will be able to book flights on the NewLeaf Travel Company website (GoNewLeaf.ca) from 12 Canadian cities: **Halifax, Moncton, Hamilton, Winnipeg, Regina, Saskatoon, Edmonton, Kelowna, Kamloops, Fort St. John, Abbotsford** and **Victoria**. The first flights will take off July 25, 2016.

“We are excited to resume operations as people plan their summer vacations,” said Jim Young, President and CEO of NewLeaf Travel Company. “We know Canadians have been waiting for this service, and are delighted to increase their travel options by offering more flights to more destinations, with fares as low as \$79.” *

In March 2016, the Canadian Transportation Agency (CTA) completed its review of licensing regulations and determined that, as a **reseller of air services**, NewLeaf Travel Company is not required to hold an airline license. Flights booked through NewLeaf will be operated by **Flair Airlines**, a licensed Canadian airline with an experienced crew and pilots flying Boeing 737-400 passenger jets.

“We will absolutely adhere to the CTA’s clarified rules for resellers, and have taken the past few months to review our practices to make sure we are in full compliance. We are glad that we took the extra time to plan our re-launch as we wanted to protect consumers and offer them long term business stability,” said Young. “It has taken a bit of time to get off the ground but we are excited to now bring to Canada the ultra-low cost business model that has proven successful around the world.”

As an ultra-low cost travel company, NewLeaf will work with Flair Airlines to offer base fares that are significantly less than other Canadian carriers. It will achieve this through cost-saving measures such as operating out of smaller airports with lower landing fees; flying a simple point-to-point network with minimal time between flights; and offering customers à la carte purchase of options such as carry-on and checked baggage, priority boarding, and call centre assistance for a fee.

NewLeaf Travel Company Inc. is a privately-held Canadian company headquartered in Winnipeg, Manitoba that provides leisure travellers with low fares and travel options that are unbundled and transparent. See more at www.GoNewLeaf.ca

Flair Airlines Ltd. is a Canadian airline with operations based in Kelowna, Calgary and Hamilton. In business since 2003, Flair has a strong track record of safety and service. Learn more at www.Flairair.ca

[*Based on introductory prices for certain markets (inclusive of taxes and fees)]

MEDIA KIT – GoNewLeaf.ca/newleaf-travel-company-media-kit/
(Please **do not** include previously circulated photos of NewLeaf’s livery/airplanes in your news coverage, as those are now outdated).

Please follow NewLeaf on Facebook and Twitter for live news coverage of the event.
<https://www.facebook.com/newleaftravel>

<https://twitter.com/newleaftravel>

Broadcast quality video of the event will be added to the Media Kit at approx. 11 a.m. CT, following the media conference.

To arrange an interview, contact:

National News Media:

Charlene McAdam

Birchall & Associates Public Relations

E: charlene@birchallpr.com

T: 905-338-7600 ext. 105

C: 416-540-6642

Manitoba Media:

Lisa Saunders

Sound Strategy Communications Ltd.

E: lisa@soundstrategy.ca

T: 204-779-4641