



FOR IMMEDIATE RELEASE

October 17, 2007

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Myrtle Beach Direct Air launches service to Gulfport-Biloxi from St. Petersburg-Clearwater Airport beginning January 4, 2008.

Myrtle Beach, SC. Myrtle Beach Direct Air, an air service based in Myrtle Beach, SC announced new non-stop jet service between St. Petersburg-Clearwater Airport and Gulfport-Biloxi every Friday, Sunday and Wednesday beginning January 4, 2008.

“We are confident that we can rebuild the once popular non-stop service from St. Petersburg-Clearwater Airport to Gulfport-Biloxi,” said Judy Tull, CEO of Myrtle Beach Direct Air. “We believe our three weekly non-stop flights will appeal to the local community. Due to low fares beginning at \$99 each way, residents of both communities will be able to fly with Myrtle Beach Direct Air on a more frequent basis.”

Ed Warneck, President of Myrtle Beach Direct Air, said, “We are excited introducing our new services to the community. It comes at a time when many are anxious to return to the recently rebuilt destination that was so badly affected by Hurricane Katrina. Besides providing new air service and appealing packages, we are projecting tens of millions of dollars of economic impact and tax dollars to the Gulf Coast.”

“The return of nonstop flights from St. Petersburg-Clearwater was much needed for our Tourism industry along the Mississippi Gulf Coast,” said Bruce Frallic, Executive Director of Gulfport-Biloxi International Airport. “We look forward to continuing our relationship with Myrtle Beach Direct Air into new markets in the near future.”

Myrtle Beach Direct Air has formed a tour division called “Casino Direct Air” that will offer casino get-away packages beginning at \$299 per person based on double occupancy. Packages include round trip airfare, hotel accommodations, meal vouchers and transfers to and from hotel. Get-away packages may be booked by calling 1-800-432-DIRECT and asking for the tour division. The casino and tour division located at the St. Petersburg/Clearwater Airport will be directed by recognized leaders in the industry, Marshal Lebenthal and Lee Pemberton.

Myrtle Beach Direct Air began providing scheduled public charter flights in March 2007. Since beginning service between Newark, Pittsburgh, Niagara Falls and Myrtle Beach, Myrtle Beach Direct Air has

serviced over 60,000 passengers. Service will be expanded into the St. Petersburg-Clearwater area from the Northeast effective December 19, 2007.

Myrtle Beach Direct Air flights are operated on Boeing 737-400 "Next Generation" aircraft. The aircraft features 12 First Class and 138 Coach all leather seats.

Reservations can be made on line at www.myrtlebeachdirectair.com or by calling the toll free number 1-877-432-DIRECT (3473).

Flights are public charters operated by Xtra Airways. Vacation packages include all hotel taxes. Fares are one way. Air fares and packages do not include Federal Segment Fee of \$3.40 per segment (A segment is defined as one take off and one landing), Passengers Facility Charges (PFC) up to \$4.50 and September 11th Security Fee of \$2.50.