



# News Release

## AIR CANADA TO RE-INTRODUCE ONLY DIRECT WEEKLY NON-STOP SERVICE BETWEEN MONTRÉAL AND FORT-DE-FRANCE, MARTINIQUE

MONTRÉAL, December 10, 2008 – Air Canada today announced the re-introduction of the only non-stop scheduled service between Montréal and Fort-de-France, Martinique. The weekly service will be initially offered on Saturdays during the summer between July 4, 2009 and August 29, 2009, and will recommence on a year-round service basis on December 5, 2009.

"We look forward to re-introducing the only non-stop service between Montréal and Martinique, the Caribbean island with French flair," said Daniel Shurz, Air Canada's Vice President, Network Planning. "We expect this new service to appeal to Quebecers seeking direct access to a slice of France set down in the tropics and offering vacationers a wide range of cultural and sporting activities as well as to residents of Martinique taking advantage of Québec's cultural and educational features."

"We are pleased that Air Canada is putting in place a direct link between Martinique and Canada, which will benefit our populations by encouraging the exploration of our similarities and the discovery of our differences," said Madeleine Jouye de Grandmaison, President of the Comité Martiniquais du Tourisme. "I wish Air Canada every success in its service between Montréal and Fort-de-France."

Air Canada's Montréal-Fort-de-France non-stop service will be operated on Saturdays using 120-seat Airbus A319. The aircraft offers Executive and Economy Class travel and free personal audio-video entertainment at every seat with a choice of 24 movies and 100 hours of TV programming. Further details and a virtual tour of Air Canada's new cabin amenities, including personal seatback entertainment at every seat, are available at: <http://www.aircanada.com/en/travelinfo/onboard/cabincomfort.html>.

<b>Montréal - Fort-de-France</b>	<b>Departs</b>	<b>Arrives</b>
AC952	08:10	13:05
<b>Fort-de-France - Montréal</b>	<b>Departs</b>	<b>Arrives</b>
AC953	14:05	19:55

Flights are conveniently timed to offer travellers a wide range of connecting flights to and from Montréal throughout the province of Quebec, as well as to and from Ottawa and Atlantic Canada. This service complements Air Canada's existing twice weekly flights between Montréal and Pointe-à-Pitre, Guadeloupe.

### **About Air Canada**

*Montreal-based Air Canada provides scheduled and charter air transportation for passengers and cargo to more than 170 destinations on five continents. Canada's flag carrier is the 14th largest commercial airline in the world and serves 34 million customers annually with a fleet consisting of 335 aircraft. Air Canada is a founding member of Star Alliance, providing the world's most comprehensive air transportation network for Canadian domestic, transborder and international travel. Air Canada aircraft offer customers individualized seatback in-flight entertainment systems with hundreds of hours of digital audio-visual entertainment. As well, customers can collect Aeroplan miles for future awards through Canada's leading loyalty program.*



### **About Martinique**

*The Caribbean island with French flair, The Isle of Flowers, The Rum Capital of the World, The Isle of the Famed Poet (Aimé Césaire) – by any one of its many names Martinique remains one of the most alluring and enchanting destinations in the world; as unforgettable as a summer romance or a first kiss. Martinique is an overseas region of France, and in keeping with its traditions, this vibrant island stirs the passions with awe-inspiring natural beauty, a rich cultural history, distinctive culinary delights, warm smiles and so much more. Napoleon's bride, Empress Josephine, was born and raised here. The Pompeii of the Caribbean, St. Pierre, is found here. The finest French products, from Chanel fashions to Limoges porcelain, are readily available here. La Route des Rhums, a tour of the world's finest rum distilleries based on France's famed Route des Vins, is offered here. A special place, to be sure, with so much to offer – Fly Me to Martinique!*

Email: [information@lamartinique.ca](mailto:information@lamartinique.ca)

# # #