

PRESS RELEASE

FROM THE GREATER SUDBURY AIRPORT



GREATER SUDBURY AIRPORT LANDS PORTER AIRLINES

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GREATER SUDBURY, ONTARIO — After nearly a year of discussions and negotiations, the Greater Sudbury Airport can finally add Porter to their roster of airlines. Sudbury is the latest addition to the carrier's network and promises to offer Sudbury travellers a new and exciting flying experience.

"We are delighted to see that our efforts to attract a new air service provider to the Greater Sudbury Airport have finally come to fruition," said Robert Johnston, CEO of the Greater Sudbury Airport. "The addition of Porter Airlines will add competition to our market which will result in reduced fares, improved customer service and increased frequency to popular domestic and transborder destinations. The economic benefits will be significant and far reaching to both the airport and the community."

Porter flies directly to Billy Bishop Toronto City Airport, which is located just minutes from the city's downtown core. This location places travellers a quick walk, public transit or cab ride away from many popular downtown Toronto locations.

In addition to being centrally located within the Greater Toronto Area, Sudburians will also be pleased to discover that they can connect to a multitude of other destinations through Porter's network which include, Quebec City, Montreal, Ottawa, Boston, Chicago and New York.

While landing this service is a tremendous accomplishment for the Board of Directors and staff of the Greater Sudbury Airport, the most important task of establishing a loyal passenger base is just beginning.

Manfred Herold, Chair of the Sudbury Airport Community Development Corporation explains that marketing initiatives to create public awareness and community support is necessary to ensure the service is sustainable. "Porter Airlines is providing a first ever non-stop flight to Billy Bishop Toronto City Airport from Greater Sudbury. To make this new service sustainable, the support from the community and surrounding area will be necessary. The Board of Directors is confident the community will embrace this service and is excited about the opportunity to build a long term relationship with Porter."

One thing is certain, with its competitive one-way fares starting at \$99, Porter is a welcome addition to the business and leisure traveller who has been relying on highway travel and fighting winter weather to trek between Greater Sudbury and the downtown Toronto district.

For more information, contact:

Terra Glabb, Director of Business Development, Greater Sudbury Airport
terra.glabb@greatersudbury.ca
705-693-2514 x. 234