



PRESS RELEASE

ALITALIA TO BEGIN TODAY NEW DIRECT FLIGHTS BETWEEN ROME AND MARRAKECH

ALITALIA EXPANDS ITS INTERNATIONAL NETWORK FROM ROME FIUMICINO AIRPORT BY ADDING NEW DIRECT SERVICE TO NORTH AFRICA.

THE COMPANY CONSOLIDATES ITS PRESENCE IN MOROCCO WHERE IT ALREADY OPERATES 12 WEEKLY FLIGHTS BETWEEN ROME FIUMICINO AND CASABLANCA

Rome, September 3, 2014 – Alitalia's inaugural flight AZ878 from Rome Fiumicino to Marrakech took off this morning with 103 passengers on board.

The inaugural ceremony was held before the flight's departure at "Leonardo da Vinci" Airport in the presence of Massimo Iraci, VP Network of Alitalia, and of Fausto Palombelli, Aviation Marketing Development Manager for Aeroporti di Roma.

The flight between Rome and Marrakech will operate twice weekly, on Wednesdays and Saturdays, departing from Rome Fiumicino Airport at 10.20 and arriving in Marrakech at 12:55 (local time).

The flight will depart from Marrakech at 13.45 (local time) and arrive in Rome Fiumicino at 18.10, providing passengers with convenient connections from Rome Fiumicino to many domestic and international destinations within Alitalia's network.

Flights between Rome and Marrakech are operated with medium-haul Airbus aircraft configured in a 2-class service, "Ottima" - the business class on Alitalia international flights - and "Classica", the economy class.

With the addition of this new flight Alitalia expands its network of international destinations from Rome Fiumicino's hub. Marrakech is the second destination in Morocco serviced by Alitalia, which already operates 12 weekly direct flights from Rome Fiumicino to Casablanca.

"Marrakech is one of Morocco's imperial cities and a tourist destination of great importance for Europeans, especially in winter, thanks to its artistic and cultural heritage, its history and the mild climate" - said Massimo Iraci of Alitalia -. "For this reason, and also for the increasing economic cooperation and trade and cultural relations between Italy and Morocco, we decided to consolidate Alitalia's offer to this Country by introducing new direct service from Rome Fiumicino airport, and strengthening its importance as a hub for Alitalia flights over North Africa. The international expansion of Alitalia from Rome Fiumicino does not stop here: beginning October 26th, Alitalia will launch new service between Rome and Marseille, in addition to many other new international routes that will be unveiled in the coming months".

"The direct link to Marrakesh, inaugurated by Alitalia today" - stated Fausto Palombelli, Aviation Marketing Development Manager for Aeroporti di Roma - "stresses the importance of the North African market for our main carrier, once again confirming the attraction of Rome. This new flight consolidates and strengthens the strategy that Aeroporti di Roma has



commenced with success, aimed at extending the offer to markets with a high commercial potential, thanks also to the significant infrastructure development works that are raising the quality of services offered in Italy's main airport. I would therefore like to offer my very best wishes, in the hopes that this destination be the first of many direct links between Rome and North Africa".

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