

Tiger Airways Introduces Priority Boarding Service “boardmefirst”

- “boardmefirst™” is Tiger Airways Australia’s latest innovation to empower customers with choice.
- Only AUD \$6* to board and be seated ahead of the pack;
- New ancillary revenue stream for the airline.

Monday 27 September 2010. Tiger Airways Australia has today launched a new service for passengers who want priority boarding, without having to pay high fares or chalk up frequent flyer miles.

Called boardmefirst™, this new service is now available on Tiger Airways’ Australian domestic services following a successful launch recently on international flights**. All it takes is a simple step when passengers book their flights on www.tigerairways.com at just AUD\$6* per passenger, per flight (or AUD \$7* when booking through the call centre).

Vanessa Regan, Tiger Airways Australia Head of Communications and Marketing, said “boardmefirst™ is our latest innovation for customers to enjoy another option, for a really low fee. We’re all about providing our customers with the absolute lowest fare for their seat, then we allow our customers the ability to choose which, if any, optional extras they wish to pay for.

“Since its inception in July for Tiger Airways Singapore’s international flights, the response to boardmefirst™ has been encouraging – many people are opting for the benefits associated with boarding and getting seated first, which proves once again, that low fares and choice make for a powerful combination.

“Other services that we have innovated for passengers include web check-in, Luggage Upsize™ and Seat Selector. boardmefirst™ will complement these and contribute to Tiger Airways’ business as another ancillary revenue stream.”

Notes

*AUD\$6 fee applies when buying boardmefirst™ online at www.tigerairways.com. An additional \$1 admin fee is charged when booking through the call centre.

** boardmefirst™ now available on all international flights from Tiger Airways Singapore and also now on all Tiger Airways Australia domestic flights.

ENDS

Vanessa Regan

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The Year of the Tiger, the Year to fly cheaper!