

bmi CHIEF EXECUTIVE IN SAUDI ARABIA TO MARK THE DOUBLING OF SERVICES BETWEEN RIYADH AND LONDON

Nigel Turner, chief executive of bmi, the second largest airline operating out of London's Heathrow airport, visited Saudi Arabia in January to celebrate bmi's doubling of its services between Riyadh and London from three to six flights per week.

Speaking to members of the business community and travel trade, Mr. Turner, acknowledged the company's pride in the success of bmi's Middle East network, in particular the Riyadh -London route. "Since we began serving Saudi Arabia in 2005 and in particular over the last year, despite the difficult economic conditions, we have seen a steady increase in the demand for business travel between Riyadh and London" said Turner. "By doubling our service to six per week, we are meeting our customers' demands for a more flexible schedule, allowing for shorter, more convenient journeys and less time away from the office, making travel planning easier and better for business" he continued.

"The Middle East has proven to be a very successful market for bmi, and in light of this, we are doing everything we can to enhance our network and services." added Turner. "I am confident that the enhancement to our service from Riyadh will be a success and will be a further testament to the growing business and tourism relationships between Saudi Arabia and the UK"

bmi currently operates more direct services from Middle East destinations than any other airline and in many cases, they are the only British airline to



serve these routes. Since 2005 this has certainly been the case in Saudi Arabia. bmi is also unique in that it is the only British airline to serve all three Saudi gateways, Riyadh, Jeddah and Dammam, providing business and leisure travellers convenient direct flights with no connections into London.

"bmi is committed to Saudi Arabia and the greater Middle East and acknowledges its position as the World's fastest growing aviation market. In 2009, we are adding 40% more seats across the region and despite difficult economic times, we foresee an increase in demand to utilize this increase" Turner said

bmi operates from its home of over 40 years London Heathrow's Terminal 1. There are many benefits to travellers flying to and through Heathrow with



Above: Nigel Turner addresses a Press Conference at the Four Seasons Hotel in Riyadh.

Left: During his tour of the Kingdom, Mr Turner together with Robert Lickley, the bmi Country Manager for Saudi Arabia called on the British Ambassador, Sir William Patey.

Right: The bmi Chief Exec is pictured with Owain Raw-Rees, Chairman of the Riyadh Group for British Business and (centre) Andrew Turner the Deputy Head of Mission at the British Embassy in Riyadh.