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AIR PACIFIC REVEALS NEW BRANDMARK FOR 'FIJI AIRWAYS'

New airline symbol embodies Fijian culture & people

Nadi, Fiji – Air Pacific, Fiji's international airline, today revealed the new brandmark that will be used to represent the carrier when it relaunches as 'Fiji Airways' in 2013.

The unveiling of the airline's new brandmark is the latest milestone in a series of initiatives that are part of Air Pacific's restructuring and rebranding, which will start its final phase in early 2013 when the airline returns to its 1951 name of 'Fiji Airways' and welcomes the first of three brand-new A330s.

At the heart of the new 'Fiji Airways' brandmark is a striking new Masi symbol that epitomises Fiji and enhances the new name of Fiji's national carrier – Fiji's flying ambassador to the world. Designed by a renowned local Fijian Masi artist, the new symbol in the brandmark brings Fiji's culture and heritage to life by linking the name 'Fiji Airways' with this highly respected and traditional art form that has been a part of Fijian culture for several centuries.

To create this distinctive Fijian symbol, the airline carefully selected celebrated local Fijian Masi artist, Makereta Matemosi, who has been practicing this uniquely Fijian art for 32 years - to create a unique Masi design for 'Fiji Airways'.

At the centre of the new Masi symbol is a distinctive *Teteva* motif, which symbolises the airline, its values, and the spirit of Fiji. As an integral part of the new 'Fiji Airways' brand, this *Teteva* was designed to represent spirituality, consideration of others, Fijian hospitality, and the connection that 'Fiji Airways' will offer between Fiji's 333 islands and the rest of the world.

"It was over a year ago that we started work on this ambitious project to re-brand our airline and design a new brandmark for the new 'Fiji Airways'. While the new name had a lot of history associated with it, we decided that we wanted a new and distinctly Fijian symbol and brandmark that would help us best represent the country while also ensuring our planes stand out at some of the world's busiest international airports. In short, we wanted a flying billboard for Fiji and its stunning 333 islands in the South Pacific", said David Pflieger, Air Pacific's CEO and Managing Director.

“Fiji is universally well known for its stunning natural beauty and amazing people, but what is not so well known is its centuries-old culture that offers visitors an opportunity to not only unplug from their hectic day-to-day lives but lose themselves in the tranquillity of Fiji’s South Pacific authenticity. As Fiji’s national airline, we think the distinctive Masi symbol, the landmark and their colour tones are a perfect fit with Fiji’s heritage, and the beauty and warmth of the Fijian people and the islands themselves,” Mr. Pflieger added.

According to the artist, the new Masi design captures all that is unique about the airline and the Fijian experience.

“What I’ve created is something entirely different, and has never been seen in any of the Masi designs in Fiji,” Matemosi explained. “I hope this Masi symbol means a lot to our nation, our people, and our visitors, because we are proud of our country and proud of the new ‘Fiji Airways’” she added.

Today’s announcement marks another important milestone in the continued turnaround of Fiji’s national carrier, an effort that has already been marked by an aircraft order for new Airbus A330 aircraft, selection of new Rolls-Royce’s Trent 700 engines, the addition of a new Boeing 737-800, increased flights between Fiji and Sydney, and many other improvements to the airline’s world-renowned product and services.

The final phase of Air Pacific’s revitalisation and modernisation will begin with the delivery of the airline’s new fleet of A330 which arrive in Fiji in March, May, and November of 2013. All three of the planes will arrive with the airline’s new brand identity and colour scheme which will be fully revealed on October 10th in conjunction with Fiji Day the celebration of Fiji’s independence day. The full re-branding is due to be complete by the end of 2013, by which time the new ‘Fiji Airways’ brand will roll out across the marketplace, ticket offices, check-in counters, airport lounge facilities, and the airline’s official website.

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Editors’ Notes

- Passengers and fans of Air Pacific can track the airline’s progress and brand rollout by visiting www.fijiairways.com.
- The airline’s newly branded A330-200s are expected to take flight in June, 2013.



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ABOUT AIR PACIFIC

Air Pacific and its subsidiary Pacific Sun together fly over 300 flights per week. The company operates B747 and B737 aircraft from Fiji to 15 cities in 10 countries. Destinations include Hong Kong, USA, Australia, New Zealand, Samoa, Tonga, Tuvalu, Kiribati, Vanuatu, and Solomon Islands. Air Pacific aircraft bring in over 64 percent of all visitors who fly to Fiji. The two companies employ over 900 employees, earn revenues of over F\$675 million, and directly contribute a significant portion of the country's Gross Domestic Product (GDP). Pacific Sun operates a combination of ATR 42-500s and De Havilland DH-6 Twin Otter aircraft on Fiji's 10 domestic island routes and regional flights to Tonga, Tuvalu and Vanuatu.

Air Pacific will soon be 'Fiji Airways'. Stay tuned to www.fijiairways.com for updates.