

Here's how Florida newspapers Reacted to Piedmont story

Business
Piedmont sets sights on Florida

Region
Piedmont announces routes, fares

OPINION
Jet set
Welcome, Piedmont Airline

Money
Airline basing 250 here
Piedmont to employ 1,000 more in state

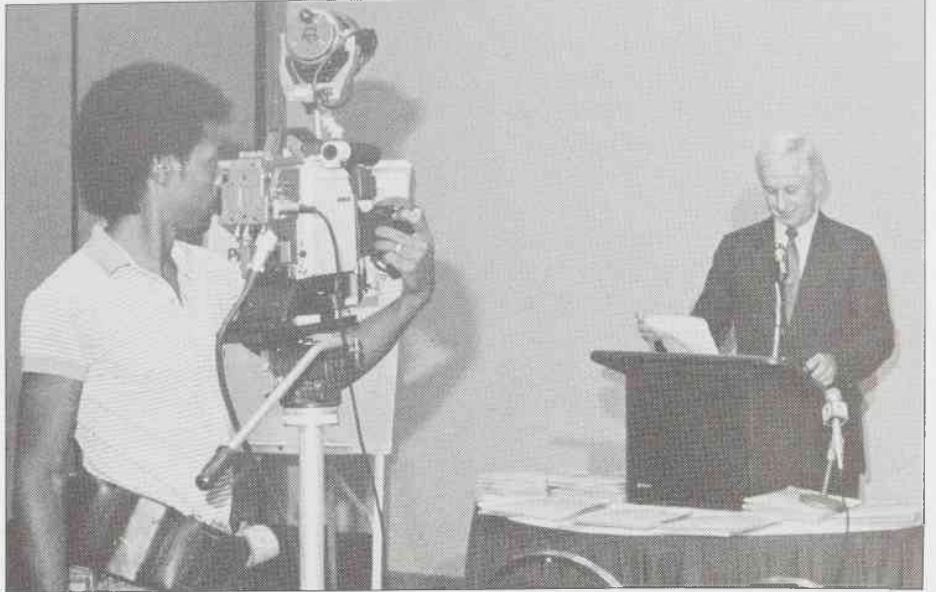
The Key West Citizen
Piedmont initiates jet service to Key West

Piedmont hopes to settle commuter chaos

	1986	1985
Three months ended 3/31	\$175.7	\$226.1
Revenue	24	62
Net income	05	08
Earnings per share		
Year ended 12/31	\$842	\$1,200
Revenue	25.5	38.1
Net income	5.90	4.18
Earnings per share	8,170	325.4
Total assets	249	
Current liabilities	292.2	
Long term debt	100.0	
Market	\$24.50	
Low closing price	\$22.15-23.7	
52-wk. range		13.00
Employees		



Howard Mackinnon, senior vice president-finance and treasurer, is interviewed August 1 by a local television station at Naples following our press conference.



Don Shanks, vice president-customer relations, tells a large group in Orlando about our plans to expand our reservations center there to 250 employees by October 1.



Left: Sherl Folger, vice president-commuter and interline development, announces at Gainesville that we will begin service there October 1 with four flights daily. Below: Dan Brock, vice president-marketing, describes our new service to a Ft. Lauderdale reporter. Brock also did an interview in Spanish with a local television station.

