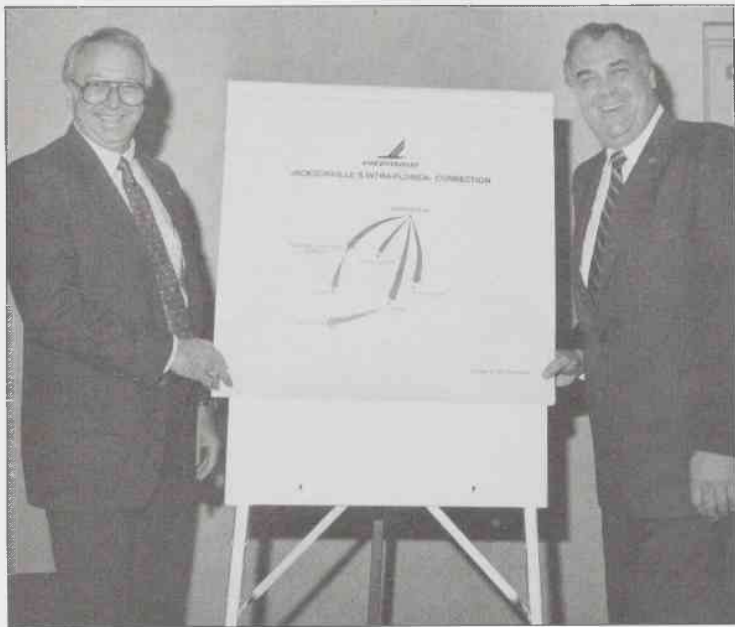




Above: Bill McGee, senior vice president-marketing, tells Tampa media about our new services to begin there October 1. Right: Gordon Bethune, senior vice president-operations, gives details about our new service to Key West media. At right is Ivette Hightower, MIA sales representative.



Left: Lionel Anders (right), staff vice president-sales, and Bill Grubbs, JAX sales manager, explain new services planned for JAX. Below: Dick James, staff vice president-corporate planning, tells media about our plans for Tallahassee on October 1.



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Our new Florida service

Ft. Lauderdale

Of the five Florida destinations at which we'll begin service October 1, FLL has the largest facilities. A new terminal just opened here August 2, and our Facilities Department has already acquired ticket counter and back office areas. We will share a loading bridge and gates with other carriers.

Dan Brock, vice president-marketing, told area media that we will begin service at FLL with three departures.

"Piedmont will offer nonstop, round-trip service to Jacksonville three times daily," Brock said.

Jim McCormick has been named station manager for FLL where we will initially employ 16 agents. McCormick, who has been with Piedmont since 1955, has most recently been station manager at PIT.

Naples

At Naples (APF), Piedmont will have 25 employees. Rodney Bowers, former station manager at LAN and a 30-year veteran with the company, is station manager.

Howard Mackinnon, senior vice president-finance and treasurer, explained our new services to a large group on the press conference August 1.

"We will operate the only jet flights out of Naples when we begin service here October 1," Mackinnon said.

"Piedmont will initially offer the area six daily, nonstop flights, three to Tampa and three to Miami, with connecting service to Key West."

At APF, we will have full ticket counter facilities with six positions. Boarding will be done on the ground level, and the holdroom will be off of our ticket counter area. Like Key West, our Facilities Department is having a full security system installed at this airport.

Tallahassee

Dick James, staff vice president-corporate planning, explained our new intrastate services to a large audience at Tallahassee, the state capital.

"Piedmont will begin service to Tallahassee on October 1 with four flights daily," James said.

"We will provide nonstop, round-trip service to Miami three times a day and to Gainesville, once each day."

Ron Beeson, station manager at TLH where Piedmont will employ 17 agents. Beeson joined Piedmont in 1965 and was most recently station manager at ALB.

At TLH, we will have four ticket positions and a back office support area. Our holdroom will be shared and boarding will be at ground level.

Gainesville

Sherl Folger, vice president-commuter and interline development, represented Piedmont at Gainesville on August 1.

"We will offer four flights daily on the October 1 schedule," he told a large crowd that gathered for the press conference.

"Our new service will include three daily nonstop, round-trip flights between Gainesville and Miami and one between Gainesville and Tallahassee."

Chuck Huffman, former customer service manager at BWI, is station

manager for GNV. He joined Piedmont in 1969. We will have 17 employees at this station on October 1.

At GNV Piedmont will have four ticket positions with back office support area and a shared holdroom and gate. Boarding will be on the ground level.

pricing

"Just as our scheduling philosophy is simple and direct, our pricing policy will be equally simple and direct," Howard explained.

"We will have two fare levels: unrestricted fares and discount fares. Unrestricted fares will apply to all seats, all flights, at any time. Discount fares will be available with certain restrictions."

For example, we will limit the number of seats we will sell at a discount and these seats will be available on all flights operating between 7 p.m. and 7 a.m. as well as all day Saturdays and Sundays. Or, flight reservations can be obtained on any flight providing the reservations are made seven days in advance, and the trip involves a Saturday night stayover.

Senior citizens and military personnel can travel on the discount fare level at any time.

"We believe that this is a novel approach to Florida's intrastate air services," Howard said.

"We believe that our record of growth since this industry was deregulated, and the fact that this expansion program has successfully undertaken during those years, are indicators that it will be a highly successful venture for Piedmont and Florida."

Florida offers Opportunities For PI People

When a major expansion takes place, many opportunities for advancement become available. Here is a list of station managers in new locations:

- Wayne Tucker, regional director-stations, INT
 - Watson Furr, station manager, CLT
 - Rodney Bowers, station manager, APF
 - Rick Wagoner, station manager, LAN
 - Jim McCormick, station manager, FLL
 - Scott Saunders, station manager, PIT
 - Ron Beeson, station manager, TLH
 - Steve Hardegree, station manager, ALB
 - Richard Reel, station manager, EYW
 - Chuck Huffman, station manager, GNV
 - Dave Coughenour, station manager, PHL
 - Harold Wilson, station manager, TOL
 - Van Berckman, station manager, OAJ
- Our sales force will also grow this fall. We will open a new sales office in Tallahassee and expand our present offices at TPA, JAX, and MIA.
- Kathy Presley will be the new flight attendant base manager at MIA.

Response to our announcements about our new intrastate Florida network has been exceptional. Following are excerpts from a letter received in late July:

In recent years I've been living in Key West and longing for the luxury of a Key West-Miami shuttle in the expert hands of Piedmont. . . I welcome you to Key West with open arms and packed baggage (I already have reservations to fly Miami-Richmond on October 1st and look forward to making it "at my doorstep" service when local reservations for the shuttle are available August 1st.) I'm sure to be using your airline frequently and will be encouraging others to do so as well.

Welcome to Key West!

