

PIEDMONITOR

News about Piedmont. The Up-And-Coming Airline.

1980 a record-breaking year

'You earned it'

Piedmont Aviation's 1980 performance left scarcely a single Company record unbroken. It goes down as the most successful year ever in terms of profitability, revenues, and traffic.

Final data for the year included many records. Among them are:

- \$16 million net income, the most ever, and 44 percent more than Piedmont's previous best year, 1979.
- revenues just under a half billion dollars - \$484 million - which were 34 percent higher than 1979's record \$361 million.
- boardings of 5.7 million passengers, four percent more than 1979's record 5.5 million.
- revenue passenger miles totaling 2.36 billion; 22 percent above 1979's record 1.93 billion.
- employee growth to nearly 6,000 members of the Piedmont family.

President T. H. Davis told Piedmont's managers at the 1981 corporate meeting:

"Most important of these achievements is that the people of Piedmont earned them. All were achieved without any windfall traffic as a result of another carrier's strike, or the grounding of another

carrier's aircraft. All of these achievements were earned by Piedmont's efforts."

Davis also pointed out that Piedmont's performance was done at a time of adversity for many carriers. Piedmont's profitability came when most other airlines were reporting losses, and Piedmont's employment growth has come at a time when between 15,000 and 20,000 employees of other airlines are on furlough.

He pointed out a number of challenges Piedmont can expect in 1981:

- we will get new, tough and efficient competitors.
- fuel costs will continue to rise.
- interest costs will be higher.

"But challenges are not new to us," Davis said. "We must meet these challenges. I think our theme, '81 we've only just begun,' is indicative of what we have to look forward to this year.

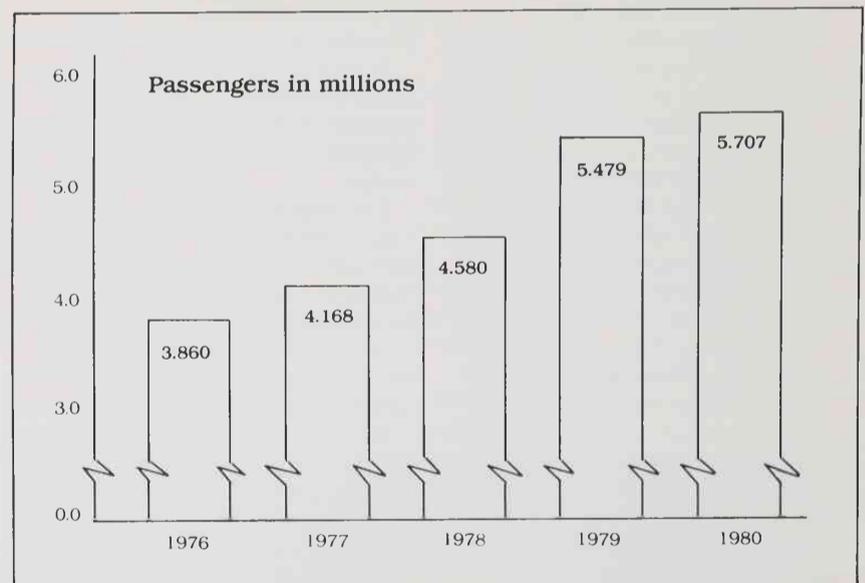
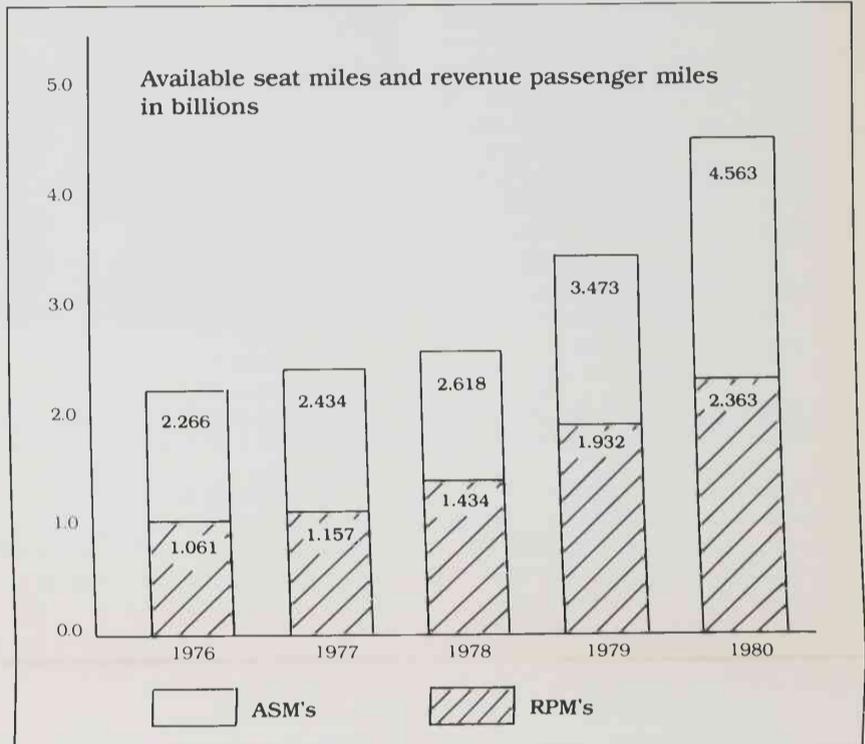
"We can't rest on our laurels," he said.

As to the 1981 challenge, Executive Vice President W. R. Howard said:

"It won't be enough to run a good airline. We must run a very good airline."

Howard referred to 1980 as "a year of strong growth. Although we added just one new city to our route structure, we added additional service on several of our

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20% stock dividend declared

Many Piedmont employees will be receiving a 20 percent stock dividend in addition to a regular cash dividend of 6 cents per share next month, thanks to Piedmont's record-breaking performance in 1980.

A 20 percent stock dividend on Piedmont's common stock was declared by the directors of Piedmont Aviation, Inc., at the regular quarterly meeting in January. The cash dividend will be paid on March 9 to stockholders of record on February 20. This is the 14th

consecutive quarterly dividend by the Company and Piedmont's 28th cash dividend. The stock dividend, the 5th in Piedmont's history, is also payable to stockholders of record on February 20.

In addition, the Company declared a dividend of 59.375 cents per share on the Company's cumulative convertible preferred stock, payable to stockholders of record on February 27.

More than 200 employees are currently taking advantage of the stock purchase plan while many

others hold Piedmont (PI) stock previously purchased through the plan or on an individual basis.

The stock purchase plan is available to any employee who wishes to purchase PI stock through authorized payroll deductions. Wachovia Bank and Trust Company manages the plan. Piedmont pays most of the charges which Wachovia makes for providing the service, as well as the entire brokerage fee. For more information, contact Employee Benefits, mailcode A344, or extension 524, INT.