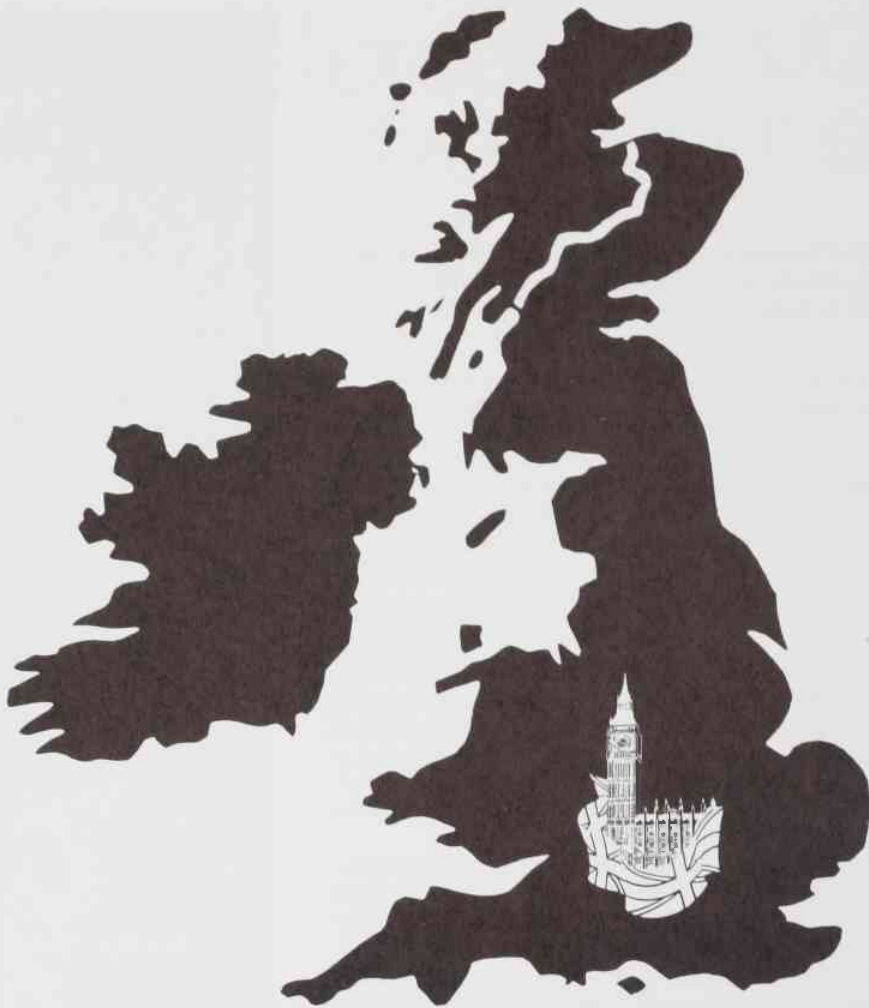


We're flying to London!



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First flight takes off June 15

Tally ho! It's official: We're the Up-And-Coming Airline to London. Piedmont will start nonstop, widebody service to London, England, from our Charlotte hub on Monday, June 15.

The final approval came from the Department of Transportation (DOT) on April 23, nine months after we first jointly filed with the City of Charlotte for transatlantic service.

"DOT's selection of Piedmont is directly attributed to the efforts of all our employees who have provided a quality of service that has enabled Piedmont to grow and demonstrate the capabilities of winning such a route." Bill Howard, chairman, president, and chief executive officer, said.

"As we prepare for our new route between the Carolinas and historic London, I know each of you will take special pride in this major accomplishment."

On June 15, Flight 160 will depart CLT at 5:35 p.m. enroute to London's Gatwick International Airport (LGW), marking the beginning of a new era for an airline whose success since deregulation has been no less than phenomenal. It will

be the only nonstop service to Great Britain from the Carolinas and the quickest route for many travelers in Virginia, Tennessee, and other southeastern states.

The service to LGW, the world's third largest airport in terms of international passengers, is timed to connect with flights to about 20 cities in Great Britain and Europe, including Birmingham, Dublin, Manchester, Glasgow, Edinburgh, Amsterdam, Paris, Frankfurt, and Geneva.

"We'll provide competitive fares and exceptional convenience for much of the Southeast," Howard said.

"A benefit of our Charlotte hub is that connecting flights to London can be made on Piedmont from many cities in numerous states, with cost savings naturally associated with single-carrier service. But in addition, Piedmont will promote the Southeast as a popular tourist and business destination for travelers from Great Britain. From increased tourism to improved access for business, our London service will benefit the entire region."

Our first transatlantic flight will originate at TPA. Flight 160 will depart TPA at 1500, arriving at CLT at 1624. The flight is scheduled to arrive at LGW at 0640. On the return, Flight 161 will depart LGW at 1200, arriving at CLT at 1615. It will continue to TPA, arriving at 1855.

We will have two Boeing 767-200s in our fleet when we begin transatlantic service on June 15. The aircraft seats 210 passengers in a mixed-class configuration, with comfortable 2-1-2 seating in business class and 2-3-2 seating in coach. We will offer in-flight movies, special menus, amenity kits for each passenger, enough pillows and blankets for everyone traveling, and wide, custom designed seats in business class.

Fares on the London route are highly competitive, with a wide range of discounted tickets available. We will offer three basic fare types—

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Charlotte agents wave the Union Jack, the flag of the United Kingdom, in celebration of approval from the DOT April 23. Holding a banner announcing our upcoming service are (l to r) Becky Hunter, Phil Barefoot, Billy Gunter, Carol McCurry, Terry Fish, Terrie Lowder, Mike Littlejohn, Chris Brown, Terry Shipton, and Scott Wally.

London Bridge Is Going Up