

NEWS RELEASE

New Air Mauritius 'Paille en Queue' takes to the skies Airbus A340-300 reveals its new livery



The new logo of Air Mauritius, unveiled on November 17, 2008, is modern and dynamic and breathes new life into the visual identity of the country's national airline.

Since then, Air Mauritius has been promoting its new corporate identity. And today the company is pleased to see its logo truly take flight as the first Airbus A340-300 of the Air Mauritius fleet, sporting the new livery of the airline, goes into service.

As the national airline, Air Mauritius is a showcase for the island of Mauritius and is proud to deploy its new livery to the world demonstrating its move towards all that is modern, dynamic and sophisticated in the industry. Air Mauritius embarked last year into a complete reconfiguration of its cabin interior with new lie-flat seats in business class as well as a new design scheme inspired by local colours. The company also reinforced its collaboration with Air France so as to offer its passengers a wider choice of destinations.

All these initiatives put into perspective the strategy of the airline and confirm its leading position in the Indian Ocean and as a key player in the island's tourism industry. Air Mauritius is committed to contributing to the success of tourism through constant improvement in the quality of its service and the level of its performance.

"We are delighted to have our 'modernised icon' in flight and to see the brightly coloured stripes of our flag in the air. After nearly a year since we redesigned our paille-en-queue logo, we are very proud of the result. Our aim is to renew the livery of the whole fleet in the next two years. This gives an impetus to our all-round efforts to re-energise the company," declared Manoj R K Ujoodha, G.O.S.K, CEO of Air Mauritius.

The first Airbus flying the new Air Mauritius colours has just touched down at the Sir Seewoosagur Ramgoolam International Airport this morning. The second bearer of our new visual identity will be the Airbus A330 which will be joining the fleet at the end of October 2009.

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Air Mauritius is the national carrier of the Republic of Mauritius in the Indian Ocean. Created in 1967, it currently operates a fleet of five A340-300, two A340-300E, two A319-100, one A330-200 and two ATR72-500. Air Mauritius presently flies to twenty-four destinations in Europe, Asia, Australia, Africa and the Indian Ocean.

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