



PRESS RELEASE

**The first new Airbus A330 of the Alitalia long-haul fleet has been introduced
Debut of the new “Magnifica” business class and the new premium economy “Classica Plus”
Two new A320 Airbus have entered into service
All cabins of the medium-haul Airbus fleet have been renovated**

Milan Malpensa, July 15, 2010 – The new Airbus A330 named “Raffaello Sanzio” has been introduced at Malpensa today, the first new long-haul aircraft of Alitalia – Compagnia Aerea Italiana fleet.

On board the “maiden” flight, which took off at 15.30 hours, was the President of Alitalia, Roberto Colaninno and the CEO Rocco Sabelli together with the Vice President Salvatore Mancuso and some shareholders of the Company.

This is first of two Airbus A330 aircraft which will be introduced into service during the summer on Alitalia intercontinental routes departing from Milan Malpensa airport.

With the new Airbus A330 aircraft, Alitalia has also introduced the completely renovated “Magnifica” Business Class (28 seats), with completely redesigned interiors and seats; the new premium economy class called “Classica Plus” (21 seats), which makes its debut on the Italian market and the renovated economy class (175 seats), called “Classica”. The aircraft has a capacity to carry 224 passengers and 11 crew members.

The new “Magnifica”

Alitalia’s new “**Magnifica**” business class has been completely redesigned with regard to seats, catering and service and is at the top of its category globally:

- New leather seats, “full flat” which extend into a fully flat bed position, with a massage function and an individual 15.4-inch screen with an individual “privacy” device which allows only the passenger occupying the seat to view.
- Provision of 1-2-1 seats designed for those travelling individually or in pairs, on “honeymoon” seats.
- 12 audio channels and over 40 films available in up to 8 different languages and the possibility to download multimedia contents with a USB device.
- Wide selection of documentaries, sitcoms, video games. Cartoons and TV series for younger passengers.
- Ability to change the cabin lighting system with varying intensity and colour of lights depending on the time period of the journey, designed to provide a relaxing environment and facilitate moments of rest.
- “Landscape camera” which allows for live viewing outside the aircraft.
- “Noise reduction” headsets to ensure optimal listening and guaranteeing audio sound isolation from background noise during cruise level.
- Night amenity kits, with duvets and ‘Frette’ pillows. Cutlery and glasses designed by Richard Ginori.
- “Culti” wellbeing amenity kits with exclusive products for personal care.
- Menus with specialities of regional traditional Italian cuisine, prepared with fresh products DOP and IGP prepared by internationally renowned Italian chefs and accompanied by wines chosen by the Association of Italian Sommeliers.

The new “Classica Plus”

“Classica Plus” is the name of a new class of travel on long-haul flights which is introduced to the Italian market for the first time.

The Classica Plus is a premium economy class which will appeal to those who, whilst purchasing an economy class ticket, is unwilling to give up the privileges of an exclusive class, with superior comfort and an affordable price:

- Dedicated cabin with 21 ‘Recaro designed’ seats, arranged in three rows, reclining up to 120 degrees and 20% wider than the economy class seats.
- 96.5 cm of space between the seats, about 25% more than economy class.
- Removable foot rest, adjustable height and angle leather headrest.
- Individual 10.6-inch screens with an “on demand” entertainment system.
- “Noise Reduction” headsets.
- The seats are equipped with USB port for viewing your digital content or to charge the battery in your computer or electronic device.
- “Culti” wellbeing amenity kits with exclusive products for personal care.

Classica Plus passengers are offered priority check-in and boarding at the airport, double award miles compared to economy class passengers; welcome drink and hot towel on board before the main service and increased baggage allowance for North America.

“Classica”, the new Alitalia economy class

The renovation of classes also includes a new economy class, called “Classica”, designed to offer comfort and attention to details:

- ergonomic reclining seats up to 110 degrees, with 9-inch screens and an individual “on demand” entertainment system.
- “Frette” designed blankets.
- One or more hot meals and sweet or savoury snacks depending on the destination.
- Hot and cold drinks as well as a selection of wines from the best Italian wine cellars.

All the seats in the three classes of travel have an individual telephone with an extendable keyboard.

The new A330s are equipped with latest generation engines which allow significant levels of fuel economy and reduction in CO2 emissions.

In addition to new Airbus A330-200, a reconfiguration program of the Boeing 777 fleet is also planned which will lead a harmonization of the entire Alitalia intercontinental fleet.

Also this week, two new Airbus A320 named “Elsa Morante” and “Città di Fiumicino” entered into service. With the addition of these two aircraft, the renewal of the Alitalia fleet continues: there are now 44 new generation Airbus A320 in the fleet which has now a total of 160 aircraft.

Alitalia has now completed the renovation programme with regard to all 46 medium-haul Airbus aircraft. With an investment of more than 20 million euros, the entire Alitalia Airbus short and medium range aircraft are now equipped with slim leather seats and individual screens.



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