



**EMBARGOED UNTIL
15 May 2008**

SHARP AIRLINES OFFICIAL LAUNCH IN SOUTH AUSTRALIA

On Thursday, 15 May 2008, the Hon Patrick Conlon MP, Minister for Transport in the South Australian Government, officially launched Sharp Airlines' new services between Adelaide and Port Augusta, and Adelaide and Mildura.

The official launch took place at Adelaide Airport.

Minister Conlon said, "On behalf of the Government of South Australia, it gives me great pleasure to welcome Sharp Airlines to South Australia officially, and to launch the new Sharp Airlines' services between Adelaide and Port Augusta, and Adelaide and Mildura".

"The Government is very pleased that we have been able to preserve airline routes for two very important regional centres", said Mr Conlon. "We are very confident about the future of regional towns and we expect continued growth in the future. We wish Sharp Airlines every good luck for the new services".

Sharp Airlines' began flying the new services on 28 April 2008. There are currently 40 scheduled flights, Monday to Friday, between Adelaide and Port Augusta, and between Adelaide and Mildura.

Mr Malcolm Sharp, Managing Director and Chief Pilot of Sharp Airlines, said "Sharp Airlines is delighted to be providing services to the people of Port Augusta, Adelaide, wider South Australia, and Mildura. We have almost 20 years' experience in Australian regional aviation and look forward to continuing to provide reliable, economical and safe airline services to regional centres".

Councillor Joy Baluch, Mayor of Port Augusta, said "Today's launch brings to a conclusion extensive negotiations between Sharp Airlines, Port Augusta City Council, the Northern Regional Development Board, and the South Australian Government".

"We appreciate Sharp Airlines' confidence in Port Augusta and the wider South Australian region", she said, "welcome Sharp Airlines to South Australia, and look forward to a long association between Port Augusta and Sharp Airlines".

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More Information

Mr Sharp said that Port Augusta – the "crossroads" of Australia – is a gateway to the South Australian resources boom.

"It is our judgement at Sharp Airlines that a resources boom is just over the horizon. We would like to play a part in it by linking Adelaide and Port Augusta", he said.

Mr Sharp added that Sharp Airlines was interested in contributing to the wider South Australian mineral boom. He is currently talking with a number of interested parties about providing Fly-In Fly-Out (FIFO) services for shift workers in mining centres.

"Not just Port Augusta, but South Australia in general, has enormous potential", he said. "If we can play a part in the resources boom or in leisure travel or in supporting the government and corporate sectors, we'd like to be involved".

Founded in 1990, Sharp Airlines offers a diverse range of aviation products including scheduled airline services, charter and freight services, and airline pilot training. Headquarters are in Hamilton, Victoria.

Sharp Airlines has a fleet of 11 aircraft and 30 personnel. It flies 54 scheduled services each week, seven days a week, in Victoria and 40 scheduled flights, Monday to Friday, between Adelaide, Port Augusta and Mildura.

"This year, throughout our network, we will carry in excess of 40,000 passengers", said Mr Sharp. "We are proudly regional. We are now looking forward to showing the people of South Australia and Mildura what we can do".

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Sharp Airlines Website at www.sharpairlines.com.au

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