



THE WINGS CLUB

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For Immediate Release

ROYAL BRUNEI AIRLINES TO STAY PRIMARILY REGIONALLY FOCUSED

**** Deputy Chairman Mannion Addresses Industry Executives at the Wings Club in Dublin, Ireland ****

Dublin, Ireland - (March 6, 2012) - Speaking to a hometown audience at the Sixth Annual Wings Club Luncheon in Dublin, Ireland, Mr. Dermot Mannion, Deputy Chairman of Royal Brunei Airlines and former Chairman of Aer Lingus, announced that Royal Brunei Airlines will stay primarily regionally focused following a rebranding and repositioning.

“We are very pleased with the changes we have made so far at Royal Brunei to right-size the business,” said Mannion. “These changes leave us in a stronger position than we have ever been before to compete primarily on short haul with a small number of strategically important long haul routes, particularly when facing a more challenging marketplace.”

Positioning Royal Brunei as a boutique carrier to fit between a full service and regional carrier was an 18-month process that included:

- Long haul rationalization
- Corporate re-branding
- Staff right-sizing
- Fleet rationalization
- Cost reduction/Cash flow stabilization
- Customer service upgrade

“In 2011, the Government awarded Royal Brunei Airlines the coveted title of Airline of the Year. Currently, we are the third largest employer in Brunei, a destination which is enjoying unprecedented growth and recognition as an eco-tourism destination,” noted Mannion. “We are confident that we are on the right path forward to a better future and to a better Royal Brunei Airlines.”

Royal Brunei Airlines is... [INSERT AIRLINE BOILERPLATE]

The Wings Club, founded in 1942, is the premiere aviation club in the world. Dedicated to preserve the history and traditions of aviation, the Club provides a forum for discussion and debate on aeronautical and aviation issues. The Wings Club serves over 1,200 members including industry leaders, pilots, professionals in related service organizations and students of aviation. The Wings Club has a European Chapter in Dublin Ireland, founded six years ago. For more information on the The Wings Club visit <http://www.wingsclub.org>.

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