



ROYAL BENGAL

PRESS RELEASE

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-Start-

Royal Bengal is Airborne

Royal Bengal has completed its domestic infrastructure set-up and has officially launched its full domestic passenger service in Bangladesh on Thursday 31st January 2008.

Royal Bengal's first aircraft 'Hazrat Shahjalal RA' successfully flew into Zia International Airport in Dhaka, October 2007. Since then, extrinsic obstacles relating to the negotiations of soaring oil prices and the sudden change in regulations on customs and taxation on imported aircrafts in Bangladesh delayed the launch of its services.

A company spokesperson said; *"The Directors of Royal Bengal would like to thank their Investors, the Media and the public for their outstanding support, patience and tremendous resolve."*

RBA Staff have been deployed at regional travel shop offices including Sylhet, Dhaka & Chittagong where initially they will offer ticket sales and holiday packages. Royal Bengal Airline's 'operational office' is based in Uttara, conveniently located near ZIA International Airport and the Civil Aviation Authority of Bangladesh (CAAB). The Gulshan office in Dhaka is the public 'interface' of the company; operating as the Sales & Marketing office. Airport counters at ZIA International Airport, Dhaka and other airports across the country have also been completed.

In the UK, the London office has been opened since July 2007 and further offices are scheduled to be opened in Birmingham and Manchester later this year.

Royal Bengal has received an overwhelming response from the travel agency sector particularly from travel agents in Bangladesh expressing their interest to become Passenger Sales Agents (PSA). This has been paralleled with extensive talks with the Association of Travel Agents of Bangladesh (ATAB).

Royal Bengal are set to make its state of the art booking system 'live', which will be a pioneering system that offers e-ticketing, hotel booking & car hire. The system is undergoing final configurations and testing, thus flight schedules will shortly be made available and accessible online (www.royalbengalairline.com & www.flyroyalbengal.com).

As the airline vigorously moves forward to meet its growth objectives, Royal Bengal is currently undergoing completion of phase one of its fleet expansion. The team has completed negotiations for its second aircraft and eagerly awaits its delivery to join its domestic fleet enabling Royal Bengal to provide sound, reliable 'on-time' services with increased passenger loads.

The RBA team is currently working on further business developments and acquisition of additional aircrafts to promote business sustainability & expansion from domestic to regional and international services.

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Notes to Editors:

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Royal Bengal Airline is a trading name of R B Airline UK Ltd (Company reg: 5831583) and Aviana Airways Ltd (Bangladesh).

The UK based organisation Royal Bengal Airline was founded by a group of British Bangladeshi professionals, businessmen and a team of experts with vast knowledge and experience in the aviation industry. Its mission is to launch a reputable international, regional and domestic airline that is safe, secure and reliable in all aspects of the aviation industry. The growth in the Asian economy, in particular the travel sector in South East Asia has created a significant opportunity in the market for a new airline. Royal Bengal Airline was born as a direct result of this, with the aim of utilising the potential development of the Bangladeshi market and turning this into a profitable and successful airline.

The Bangladesh Civil Aviation Authority has already issued the necessary license and documents to operate a regional, domestic and international passenger and cargo service from Bangladesh, placing the company in a unique position and presenting a terrific opportunity to capitalise on the strong market demand in the region. A Provisional Air Transport Operating Licence ("PATOL") was issued by the Civil Aviation Authority, Bangladesh on 10th August 2006 number 105.

