

Press information
For Immediate Release

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**New SN Brussels/Virgin Express Magazine to Reach an
Unprecedented Number of Affluent Air Travellers**

Ink Publishing announced today it will be producing the new inflight magazine for recently merged SN Brussels Airlines and Virgin Express. The first issue of this new and exciting magazine will be available onboard the enlarged airline from 1 December, 2006. The title of the publication is top-secret and will be announced shortly.

Sarah Gregory, Publisher at Ink Publishing, stated: "This magazine will provide an incredible opportunity to advertisers as this is the first time they will be able to communicate to such a massive, captive audience flying in and out of Belgium. They will also be able to reach substantial numbers of passengers from the surrounding countries, from connecting traffic, and from the Airline's unique destinations. The magazine will be read by an affluent demographic of frequent travellers who are looking for entertainment and information about their destination while onboard."

Gregory continued, "For short-haul destinations, advertisers will be able to reach this highly desirable demographic by advertising in the upcoming publication and for longer-haul destinations they will still be able to connect to this group by advertising in *Spirit of SN*."

Geert Scot, Vice-President of Communication for SN Brussels Airlines, stated: "We are thrilled Ink will be producing our exciting new inflight magazine. As Ink currently produces our outstanding *Spirit of SN* and *RedHot* for Virgin Express, we know they have the experience and ambition to produce another world-class publication."

Chloe Greenbank, Editor at Ink Publishing, said: "The magazine will provide a read that's as accessible to executive business travellers as it is to those travelling on a budget or for leisure through insightful, practical advice and eye-catching design. Every issue will combine destination-led features focusing on the airline's extensive European network, with high-profile interviews and business news as well as the latest in fashion, tourism, entertainment, motorsports and beauty. The magazine will be a tri-lingual publication with all features appearing in English, French and Dutch."

Soon SN Brussels Airlines, the leading full service airline, and Virgin Express, the leading low fare airline, will merge into one company. It is the start of a whole new dimension of air travel combining the best of both airlines.

Note to Editors:

About Ink Publishing

Ink Publishing produces more inflight magazines for more airlines than any other company in the world. The company's titles include AirTran Airways *Go!*, ATA Airlines *Sights*, Bangkok Airways *Fah Thai*, BMED *Impressions*, bmi *Voyager*, bmibaby *Yeahbaby!*, Cebu Pacific *Smile*, easyJet *Inflight*, Jet2.com *Jetaway*, MyTravel *Recline*, Siem Reap International Airways *Sarika*, SN Brussels Airlines *Spirit of SN*, SN Brussels Airlines and Virgin Express' forthcoming inflight magazine, Sterling Airlines *Sterling*, Tiger Airways *Tiger Tales*, VLM Airlines *Velocity* and Wizz Air's *wizzit* magazine.

Ink is also the publisher of *CNBC European Business* magazine and CNN's bi-monthly travel magazines, *CNN Traveller* and *CNN Traveller Asia Pacific*. Ink publishes *Bradman's Business Travel Guides to Asia, Middle East, Africa, Europe and North America*. The Company has offices in Atlanta, New York, London and Singapore.

See <http://www.ink-publishing.com> for more information.

About SN Brussels Airlines and Virgin Express

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See www.flySN.com for more information.

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