

# NEWS RELEASE

## FOR IMMEDIATE RELEASE


Contact: Brooke Lawer  
US Press Office  
Virgin Atlantic Airways  
203-750-2570

## **VIRGIN ATLANTIC INTRODUCES THE WORLD'S FASTEST AIRPORT CHECK-IN AS IT OPENS ITS NEW UPPER CLASS WING**

South Norwalk, CT (October 18, 2007) - Virgin Atlantic today announced it is introducing the world's fastest airport check-in with the launch of its new Upper Class Wing at London Heathrow's Terminal 3. The new Wing, which opens on November 2, will enable Virgin Atlantic's business passengers to speed through the terminal quicker than ever before, moving from limo to lounge in under 10 minutes.

For the first time, passengers will benefit from a dedicated security channel, for use exclusively by Virgin Atlantic customers. After passing through this unique fast-track, they will emerge in the heart of the terminal building and only a short walk from the Virgin Atlantic Clubhouse.

Upper Class passengers and Flying Club Gold members making their own way to the airport can check-in at the Upper Class Check-In, in Zone A of the main terminal, before taking a priority lift straight to the dedicated security channel.

The Upper Class Wing is part of BAA's  1 billion investment plan for Terminal 3 over the next ten years. Later this year will see the launch of Virgin Atlantic's brand new Check-In area for Premium Economy and Economy passengers, in Zone A. It will be wider, brighter and more spacious, enabling passengers to check-in at kiosks in a fast, efficient and stress-free way. Virgin Atlantic expects 80% of its passengers at Heathrow to be using Online or Kiosk Check-In by the end of 2008. Other improvements at Terminal 3 being undertaken by BAA include the multi-million dollar courtyard redevelopment that will open by the end of the year.

The new development, which is opening well in advance of the giant T5, has been designed by architects Foster + Partners in conjunction with Virgin Atlantic's in-house design team.

The Upper Class Wing is like no other business or first-class check-in. Upper Class passengers, who will already have supplied check-in details to their driver, will be taken in their limos up a curved ramp onto a 22-meter wide arrival area. After being welcomed by a Virgin Atlantic host, check-in formalities will be completed before passengers walk through a new hotel-style lobby area and into the dedicated security channel. From there, they are moments away from the haven of the Virgin Atlantic Clubhouse, recently voted the world's best business class lounge. Virgin Atlantic was awarded Best Business Class product at the Business Traveller Awards 2006 and 2007.

Steve Ridgway, Chief Executive of Virgin Atlantic, commented:

"Our new Upper Class Wing will enable our business passengers to fly through check-in, whizz through security and lounge in the Clubhouse. At last, they can speed through Terminal 3 within minutes. It will be a fast, efficient and stress-free experience, which will save precious time at the airport. It will be very quick and refreshing for our travelers, compared with other airlines."

Mark Bullock, BAA's Heathrow Managing Director, said:

"BAA has exciting plans for Terminal 3 and Virgin Atlantic's new Upper Class Wing is a fantastic addition to Heathrow."

Antoinette Nassopoulos, Partner, Foster + Partners commented:

"We are delighted to have had the opportunity to work closely with Virgin Atlantic to create the new Upper Class Wing at Heathrow. With a dedicated entrance set above the principal forecourt of T3, the design marries efficiency and innovation with a sense of warmth and calm. The Virgin Upper Class Wing will allow business passengers to rediscover the lost glamour and thrill of air travel as well as setting a new standard for the industry. "

Virgin Atlantic currently operates 160 flights a week from Heathrow to a range of long-haul destinations worldwide. Founded in 1984, Virgin Atlantic Airways now offers high-flying service from 10 U.S. cities to London, operating long haul services to 33 destinations worldwide as far apart as Las Vegas, Tokyo, Delhi, Boston and Shanghai, with recent growth to Mumbai, Dubai, Nairobi and from Chicago. Even with Virgin Atlantic's growth, the service still remains customer driven with an emphasis on value for money, quality, fun and innovation, ensuring flying Virgin Atlantic is always an event.

**For further information please contact the Virgin Atlantic Press Office at 203-750-2570 or log onto [www.virginatlantic.com](http://www.virginatlantic.com)**

\*\*\*\*\*  
Visit the Virgin Atlantic website for all the latest news and fantastic offers - <http://www.virgin.com/atlantic>  
This e-mail (and any attachments) may contain privileged and/or confidential information. If you are not the intended recipient please do not disclose, copy, distribute, disseminate or take any action in reliance on it. If you have received this message in error please reply and tell us and then delete all copies on your system. Any opinion on or advice or information contained in this email is not necessarily that of the owners or officers of this company.  
Should you wish to communicate with us by e-mail, we cannot guarantee the security of any data outside our own computer system.  
Virgin Atlantic Airways Ltd. Registered Office- 120 Campden Hill Road, London, W8 7AR.  
Registered in England 1600117

\*\*\*\*\*