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Contacts:
Gainesville Regional Airport
Michelle Danisovszky, Public Relations
and Governmental Affairs
(352) 373-0249, (352) 478-1712 or michelle@flygainesville.com

GAINESVILLE REGIONAL AIRPORT TO PUT TRAVELERS TO THE TEST IN 2008

GAINESVILLE, Fla – Jan. 2, 2008 – Gainesville Regional Airport (GNV) launched a frequent flier program today in search of the ultimate road warrior.

"We have passengers that travel through the airport multiple times in a month, and we want to reward and recognize those passengers for their loyalty," said Allan Penksa, airport CEO. "We are also determined to attract new, loyal passengers as well who want to take advantage of the convenience and ease of traveling through our airport."

Once a month, the airport will reward the passenger who has the most roundtrips a $100 gift certificate. Every quarter, one person from the top 50 who traveled the most (roundtrips) will be awarded a $500 travel reward!

Joining the Ultimate Road Warrior Club
Passengers can register at the airport administration office at the airline terminal or on the Web site at www.flygainesville.com. Once registered, passengers will be mailed an Ultimate Road Warrior Club card with a membership number. Passengers will present their card to the airline ticketing agent at the airport as they check in. The airline agent will give them the Road Warrior log to account for the trip. Passengers will receive one credit for each roundtrip.

The first reward will be given at the end of February, which will allow enough time for passengers to register. The quarterly rewards are provided by Compass Bank and Florida Farm Bureau. Monthly rewards are provided by Tapas 12 West, Gainesville Regional Airport, and Haile Plantation Golf and Country Club.

About Gainesville Regional Airport
Gainesville Regional Airport (GNV) serves North Central Florida and the Heart of Florida through all facets of aviation: general aviation, commercial airlines, military and air cargo. Located in Gainesville, Florida, approximately 70 miles southwest of Jacksonville and just minutes away from the University of Florida, Gainesville Regional Airport provides a close, convenient and competitively priced "gateway" to the Heart of Florida. For more information, visit **www.flygainesville.com** or contact Michelle Danisovszky at (352) 373-0249.

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