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FIREFLY'S PETROL CRAZY CAMPAIGN IS BACK!

Firefly Launches *Petrol Crazy 2* with Petron Malaysia and Star Radio Group

17 JUNE 2015, SUBANG - Firefly Airlines, in collaboration with Petron Malaysia and Star Radio Group is once again running its nationwide promotional campaign called *Petrol Crazy 2*, starting from 15 June until 26 June 2015.

In the second year of Firefly's *Petrol Crazy 2* campaign, Firefly passengers, Petron customers and listeners of Red FM, SuriaFM and Capital FM stands a chance to win RM50 worth of Blaze 97RON petrol. Those who purchase a Firefly ticket during the campaign period (15 – 26 June) and produce the valid Booking Number at the point of redemption are entitled to redeem an additional RM50 worth of Blaze 97RON petrol.

Firefly's Chief Executive Officer, Ignatius Ong said, "We are thrilled to kick-off *Petrol Crazy 2* with Petron Malaysia and Star Radio Group. *Petrol Crazy* was put together last year as part of our marketing effort to promote the Firefly brand to a wider group of audience in Malaysia. It's also a way for us to reward our fellow Malaysian customers for choosing Firefly as their preferred airline."

"We are pleased with the tremendous response that we received last year. A total of RM71,919.19 petrol was redeemed by 1,455 vehicles from over 30 Petron Stations in the Klang Valley, Penang and Johor, within two (2) weeks. Overall, the inaugural *Petrol Crazy* campaign touched over two (2) million consumers weekly across all segments and generated an excess of RM4 million worth of ROI, thanks to the nationwide publicity and support by our partners Petron Malaysia and Star Radio Group," explained Ong.

"We hope through this campaign more Malaysians will get to experience our *Beyond Convenience* hospitality and be rewarded handsomely in return. With Petron's strategically located stations which has enabled us to set-up shop at highly operating petrol stations in Klang Valley, Johor and Penang, and with Star Radio Group's support, Firefly will be able to reach millions of Malaysians weekly. We're glad to work with partners who share the same vision as we do," Ong further added.

"We are proud to once again be the fuel partner of Firefly Airlines and the Star Radio Group in this successful and highly-anticipated campaign. Like us, our partners put a premium on rewarding customers and **Fuel Happy**. We hope that through this campaign, Firefly customers and avid listeners of the Star Radio Group will enjoy the benefits of Blaze 97RON petrol and make Petron their brand of choice," said Pn Faridah Ali, Petron Head of Retail.

Chief Operating Officer of the Star Radio Group, Kudsia Kahar added, "Petrol Crazy 2 could not return at a more perfect phase for us. With our newly expanded listenership base of 4.4M, we can now reach and engage with more Malaysians. Last year, the response was beyond overwhelming with queries for its encore. We're confident that the contest will

continue its successful debut this term”.

To participate and qualify for the campaign, Firefly passengers will have to listen to RED FM, SuriaFM or Capital FM for what’s called the ‘Password of the day’. They are then required to head over to the designated Petron station for that week, provide a valid identification card, fill out the relevant form and submit it to redeem RM50 worth of Blaze 97RON petrol.

The reward is based on a first come first serve basis where only one name per booking is up for entitlement. Each designated Petron Station shall have the maximum cap of RM2, 000 worth of redeemable Blaze 97RON petrol.

“With Ramadan just around the corner, we urge everyone to take this opportunity to fly back to their hometown to break-fast with loved ones. To travel more comfortably, I encourage Firefly customers to check out some of our add-on services such as the Peugeot Lounge service, Firefly Online Baggage, Firefly Express Meal, and Firefly Travel Protection. In the next month or so we’ll be introducing a few new add-on services. Keep an eye out for it,” added Ong.

Keep updated with Firefly’s latest promotions and activities via Facebook (facebook.com/Firefly), Twitter (twitter.com/flyfirefly), and Instagram ([@FlyFirefly](https://www.instagram.com/FlyFirefly)). For more info on the *Petrol Crazy 2* campaign, visit fireflyz.com.my.

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Background on Firefly

Firefly, Malaysia’s Premium Short-Haul Airline began operations in April 2007. Currently, it operates a fleet of 12 ATR 72-500 and 5 ATR 72-600 turboprops out of Penang and Subang, connecting secondary destinations within the Indonesia-Malaysia-Thailand Growth Triangle as well as providing air linkages between Malaysia and Singapore. Firefly provides incredible value, convenient flight timings and excellent service to its passengers. On the ATR 72-500 and ATR 72-600 passengers are allowed 20kg check-in baggage allowance, provided complimentary in-flight refreshments, assigned seating and convenient city airports.

Firefly has received numerous awards and recognitions. In April 25, 2014 Firefly received an award for the Transportation, Travel and Tourism category. In 2012, Firefly was accorded Most Promising Brand of the Year by Putra Brand Awards. On November 15, 2011, Firefly was conferred “Superbrand” status. Other awards received include the 2010 Frost & Sullivan Value Airline of the Year award and the Green Initiative of the Year 2010 award by Leaders in Aviation in conjunction with the Doha Aviation Summit. Firefly is also recognised as the Best Brand in Aviation for the Brand Laureate.

Firefly connects with the world through Facebook, Twitter and Instagram.

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