



Cardano al Campo, May 11, 2006

Livingston SpA Sales ONLINE

- **Highly satisfactory results one year after the launch of e-commerce services**
 - **Collaboration with Alturawmc confirmed for 2006**

Livingston SpA, the Italian leisure airline, offering both scheduled and charter flights and owned by the Ventaglio Group, reports excellent results as regards visibility for the first six months of its "Web Advertising" campaign, launched by the airline company in collaboration with **Alturawmc**, a Web Agency specialized in **Keyword Advertising**.

One year after the implementation of the online ticketing service on the www.lauda.it site, which introduced the carrier to the world of multi-channel commerce, Livingston/Lauda Air reports positive feedback in terms of users, with some 600,000 page views registered.

The service currently available enables final customers and travel agencies to book return or one-way tickets to all the scheduled long-haul destinations operated by the airline, as well as incoming flights with confirmation in real time of places available on the dates requested. Payment is effected by credit card. A special area is reserved for travel agencies. After registering, they can access the area through a personalized password and benefit from particularly advantageous terms of sale. Livingston/Lauda Air's e-commerce service is easy to consult, offers an exhaustive presentation of the various traveling solutions and the respective fares and operates 24 hours a day, 7 days a week. Moreover, the call center number **02/33472323** and the Toll free number **8000 52832** are always available to provide both travel agencies and travelers with all the information and assistance they need.

Starting from July 2005, to coincide with the start-up of the e-commerce service, Livingston/Lauda Air has developed, as backup, special communication initiatives as well as a profitable online advertising campaign in collaboration with **Alturawmc**, which has proved to be a useful addition to its marketing strategy. Thanks to **Pay-per-Click**, the online method of advertising that involves paying only for the user's actual visit to the site, Livingston/Lauda Air ads have been published on the **Google** and **Yahoo** search engines and on all their default networks: Virgilio, Libero, Tiscali, Kataweb, MSN, Altavista, Lycos, Excite, Kelkoo and Yahoo.

Partly thanks to consolidation of the brand's image over the years, Livingston/Lauda Air's advertisements have been much appreciated by web users, who have availed themselves of the safe, easy-to-use online ticketing service for long-haul destinations operated by the carrier: Brazil, Mexico, Cuba, Maldives, Kenya, Jamaica and the Dominican Republic.

In the light of these satisfying results, in the course of 2006 Livingston SpA and Alturawmc will continue to work together and run promotions online.

*"Opening up a Web channel means that we have acquired an important marketing tool, around which we can develop our offering and customer relations strategies in the future. A new point of contact has been created and has proved successful in terms of access from search engines and direct sales through our web site," says **Giancarlo Celani, Managing Director** of Livingston. "Visibility through search engines, especially with regard to the keywords of greatest interest to the Company, has been excellent. In several cases, for many of the destinations served by Livingston we are near the top of the lists provided by some of Italy's most important search engines."*

For further information contact:

Livingston SpA – Silvia Ruscitto
P.R. & Press Office Dept. -Tel. 0331 267.472 – ruscitto@lauda.it

Alturawmc – Massimo Metrangolo
Media Communications Director – Tel. 06 47822006 – metrangolo@alturawmc.it