

FOR IMMEDIATE RELEASE

Michael Cawley, Deputy Chief Executive of Ryanair, to deliver the opening address at the 2010 Airline Retail Conference and identify how Ryanair became “The Godfather of Ancillary Revenue”

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Michael Cawley, Ryanair’s Deputy CEO and Chief Operating Officer, will be the opening speaker at the 2010 Airline Retail Conference, which will take place on July 20th and 21st at the Sofitel London Heathrow.

Ryanair has been called “The Godfather of Ancillary Revenue” by aviation consultancy IdeaWorks (source: Airline Information *Ancillary Revenue Guide*).

Michael joined Ryanair in 1997 as Chief Financial Officer and Commercial Director, before being appointed COO and Deputy CEO in 2003.

Since then, Ryanair’s route network has increased from 12 routes to 1100 and its passenger numbers have exploded from 3 million to nearly 67 million for the year ending 31 March 2010. Revenues were just shy of €3 billion at €2,988m.

On 1st June, Ryanair announced €664m of ancillary revenues for the year to March 2010—an incredible 22% of the company’s overall revenues.

The importance of generating ancillary revenue to inflight retail is one of the key themes of the conference, with 4 of the top 5 ancillary revenue earners - **AirAsia**, **easyJet**, **Ryanair** and **Vueling** - already attending.

Michael Cawley joins fellow ancillary revenue leaders at ARC2010 - easyJet director **Warwick Brady** and Vueling CEO **Alex Cruz** are also confirmed as speakers. The speaker list also includes executives from flag carriers such as **Lufthansa**, **American Airlines** and **United Airlines**.

Event director Alex Vail said “we are delighted Michael is opening ARC2010. He plays a pivotal role in growing inflight revenues at Ryanair, and brings a tremendous amount of inflight retail experience and wisdom.”

ARC2010 will take place at the Sofitel London Heathrow on 20th and 21st July.

Delegate places at ARC2010 cost £530 (+VAT). To register, visit <http://airlineretail.com>

For further information contact Alex Vail, Event Director, on +44 7904 206 940 or at alex.vail@airlineretail.com.

arc.2010

AIRLINE RETAIL CONFERENCE

THE CONFERENCE FOR SENIOR INFLIGHT PROFESSIONALS

20th -21st July 2010
Sofitel London Heathrow

Already booked to attend ARC2010...



In the last three years, over 700 delegates have attended the event
... from more than **25 countries**...
... including the majority of the **top 50 airlines**...
... representing an average **\$1.7bn in inflight sales**...
... and 2010 will be bigger and better than ever before!

Meet... **WORLD-CLASS SPEAKERS**

Lewis Allen, Environments Director, Portland Design
Warwick Brady, Procurement Director, easyJet
Stuart Benzal, MD, Onboard Global Product, United Airlines

Gyde Brix, Director Marketing, Sales & Cooperations, Lufthansa WorldShop GmbH

Julian Carr, Managing Director, bmibaby

Michael Cawley, Deputy Chief Executive and COO, Ryanair

Philippe Charriol, Founder, Charriol Group

Casey Christ, VP Airline Marketing, Skymall

Alex Cruz, CEO, Vueling

Richard Cushing, General Manager, Europe, Middle East and Africa, GuestLogix

Pierre Freyssinet, Managing Director, Aeroboutique IR

John Garner, VP Purchasing, DFASS

David King, The David King Partnership

Koos Kruijswijk, Director Inflight Sales, KLM

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For further information contact Alex Vail, Event Director, on +44 7904 206 940 or at alex.vail@airlineretail.com.