



Athens, May 12, 2008

## **Press Release**

*Presentation of the “3<sup>rd</sup> Aegean Airlines ProAm” International Golf Tournament*

*The only event held in Greece with the official support of the Professional Golfers’ Association of Europe (PGAs Europe)*

Aegean Airlines presented today, for the third consecutive year, the “**3<sup>rd</sup> Aegean Airlines ProAm**” international golf tournament. The event will be held at the Crete Golf Club, in Hersonissos, Heraklion, Crete, between June 5 and 7, 2008 and is the only event held in Greece under the auspices of the leading golf organization, the “**Professional Golfers’ Association of Europe**”. The Tournament is also supported by “**PGA Greece**”, as well as the “**Hellenic Golf Federation**”, thus being able to prevail as one of the most dynamic international golf events in Europe.

176 athletes from 12 countries from all over the world will be participating in the “3<sup>rd</sup> Aegean Airlines ProAm”. In particular, the participants will be creating **44 teams**, each of which will comprise one professional (**Pro**) and three amateurs (**Am**) to share monetary prizes of a total value of € 62,000 and gifts from the organizers at the end of the games. The first winner’s prize in the Professionals’ category amounts to € 7,000.

It is worth noting that € 12,000 from the proceeds of the tournament’s sponsorships will be offered by the organizers to the Special Children’s Center “Zoodochos Pigi”, registered in Heraklion, Crete. “Zoodochos Pigi” is a non-profit, non-governmental organization providing services to mentally retarded or autistic children, thus hoping to be able to provide these children and their families with valuable moral, material and psychological help and support.

The “Crete golf” course, where the tournament will be held, combines high-standard courses and infrastructure complying with PGA Management’s international specifications. It is a professional 18-hole “Desert Course” covering an area of 720,000 m<sup>2</sup> and one of the six golf courses currently operated in Greece.

Aegean Airlines dynamically conduces towards upgrading Greek tourism and once more verifies its major role in its development, by holding the “3<sup>rd</sup> Aegean Airlines ProAm”. Golf is acknowledged as an exceptional market where tourism is concerned on an international scale, since it comprises 50 million high-income consumers and 32,000 golf courses worldwide.



Even lacking the favorable climatic conditions of the Mediterranean, most golf courses are found in the northern countries of Europe, since the sport is rather popular among the broader public there, often even threatening football's "sovereign power". Great Britain is a typical example since it ranks first with almost 3,000 golf courses. France, Germany and Sweden are next with dynamic growth rates where the sport and its infrastructure are concerned. In Spain, a country with extensive geographical, climatic and cultural resemblance to Greece, the development of the sport is remarkable, featuring 300 courses and more than 300,000 players. In view of golf's prospects and dynamic presence in Europe, it is worth mentioning the typical example of "young" Ireland, where 37,000 children currently practice the sport.

This year as well, Aegean Airlines offers Greeks and our country's visitors the "3<sup>rd</sup> Aegean Airlines ProAm", an institution of high prestige, worthy of Greece's athletic, tourist and developmental progress, thus promoting it on an international scale as a leading tourist destination with multifaceted aspects of interest. Not only does the tournament serve Greece's promotion worldwide, but it also helps propagate a sport that has been "misunderstood" among Greeks, not to mention its beneficial influence on the quality of life, as well as the development of society, particularly where young people are concerned.

The sponsors of this year's event as a whole are as follows:

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