



## **Media Release**

### **Tiger Airways Number One Airline Online www.tigerairways.com is No 1.com**

- www.tigerairways.com No. 1 airline site for 4 consecutive weeks
- Competitors waste millions on celebrities and still come second
- Get your paws on low fares by visiting [www.tigerairways.com](http://www.tigerairways.com) – book early to fly cheaper

**Singapore, 14 December 2009.** According to online specialist, Hitwise, [www.tigerairways.com](http://www.tigerairways.com) has taken the number one airline website position in Singapore for the 4<sup>th</sup> consecutive week. Tiger has achieved this not by outspending its competitors but by outsmarting them with disciplined cost management to achieve the low, low fares appreciated by savvy travelers around the region.

Tiger Airways has been the most popular airline online every week from 16 November 2009. Its website attracted the most number of hits, outpacing all other airlines including Singapore Airlines in second place and Jetstar in the third.

Rosalynn Tay, Managing Director of Tiger Airways Singapore said, “When Tiger Airways first started operations, critics said Asians wouldn’t embrace low fare airlines and wouldn’t book online. Well the good news is that travelers are flocking to book via the web and Tiger Airways is the No. 1 airline online.”

Tiger Airways’ No. 1 ranking online is achieved with lower promotional spend, versus its competitors who spend millions trying to knock Tiger off its number one low fares throne.

“It is sad that our competitors spend millions of dollars getting celebrities to jump up and down in TV ads and still they can’t knock Tiger off the top spot. At Tiger, we’d rather save these expensive advertising costs and pass the savings on to our travelers in the form of low fares. Asian travelers are savvy – they know good value when they see it, which is why more of them visit [www.tigerairways.com](http://www.tigerairways.com) than any other airline website”, said Rosalynn Tay.

To get your paw on one of Tiger’s low, low fares jump onto [www.tigerairways.com](http://www.tigerairways.com) and check out Tiger’s exciting destinations.

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