



## **Media Release**

### **Tiger Airways Introduces Priority Boarding Service**

- “boardmefirst™” is Tiger’s latest Customer Task Force innovation to empower customers with choice
- Only S\$6\* to be ahead of the pack; and no need for frequent flying!
- New ancillary revenue stream for the airline

**Singapore, 6 July 2010.** Tiger Airways Singapore has launched a new service for passengers who want priority boarding, without having to pay high fares and chalk up frequent flyer miles.

Called boardmefirst™, this new service is now available on Tiger Airways’ international flights\*\*. All it takes is a simple step when passengers book their flights on [www.tigerairways.com](http://www.tigerairways.com) or through the Call Centre, and only S\$6\* per passenger per flight sector.

Rosalynn Tay, Managing Director of Tiger Airways Singapore, said, “boardmefirst™ is our latest innovation for customers to enjoy what they really want for a really low fee. It is the result of our Customer Task Force efforts to find out directly from customers what they want. One of their suggestions was to provide priority boarding the low-cost way, without requiring them to chalk up expensive miles.

“Since its soft launch on 2 July, response to boardmefirst™ has been encouraging. Customers are already warming up to the cool comfort of boarding and getting seated first, which goes to show that low fares and choice make a powerful combination.

“Other services that we have innovated for passengers include Luggage Upsize™ and Seat Selector. boardmefirst™ will complement them and contribute to Tiger’s business as another ancillary revenue stream.” said Rosalynn Tay.

#### **Notes**

\*S\$6 fee applies when buying boardmefirst™ online at [www.tigerairways.com](http://www.tigerairways.com). An additional \$1 admin fee is chargeable for buying it through the call centre.

\*\*Except for Singapore-Jakarta route, which will be implemented at a later date.

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