



MEDIA ALERT FOR FRIDAY MAY 20, 2005

**Celebration and Press Conference
Welcoming Hooters Air
To St. Petersburg–Clearwater International Airport**

WHEN: Friday, May 20th

- 9:00AM Arrivals and Crews Set up
- 10:00AM Hooters Plane Lands
Media on ramp for arrival/photo ops
- 10:45AM Press Conference
Photo ops and one-on-one interviews
- 11:15AM Hooters Plane departs for Allentown, PA

WHAT: A news conference to mark the inaugural flights of Hooters Air and launch of service from St. Petersburg-Clearwater International Airport. Opportunities will be available for the press to tour the plane and meet some of the executive staff of Hooters Air and Hooters Corporation. Hooters Restaurant's world famous hot wings, cake and a live band will be featured at the celebration. Hooters Air is available for booking at this time at www.hootersair.com or 1-888-Fly-HOOT (1-888-359-4668.) The 132-seat B737-300 aircraft feature all leather seats and extra leg room and a distinctively Hooters Cabin.

WHERE: St. Petersburg-Clearwater International Airport

- Baggage Claim Facility (west end of terminal)
- Special Event Parking in West Lot

WHO:

- Noah Lagos, St. Petersburg-Clearwater Intl Airport Director
- Mark Peterson - President, Hooters Air
- Neil Kiefer – President & CEO, Hooters Management Corp.
- Hooters girls from Clearwater Hooters Restaurants

CONTACT:



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