



**Menzies Aviation Group launches innovative ground handling solution for low cost airlines.**

John Menzies plc's aviation division Menzies Aviation Group (MAG) has entered the UK ground handling market with an innovative handling solution for low cost airlines.

'KISS' (Keep It Safe and Simple) is a business model which is specifically aligned to the needs of low cost carriers with the focus being on speed, flexibility and efficiency of service whilst keeping overheads to a minimum.

The launch customer for 'KISS' is bmibaby at its UK hub, East Midlands airport, commencing 1<sup>st</sup> December 2002 to provide baggage handling and passenger transport services for 200 bmibaby flights to 22 European destinations each week.

David Mackay, Chief Executive of John Menzies plc said:

"The low cost airlines have clearly found a successful business model. It has been a task for ground handlers to match and meet the requirements of this changed style of operation. MAG has been quick to recognise the specific requirements of these carriers and has found the perfect solution in "KISS".

We believe there is a significant market in providing a dedicated service specifically designed for the low cost carriers and are confident that the bmibaby contract is only the beginning."

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