

MEDIA RELEASE

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CARIBBEAN AIRLINES, Barbados National Cultural Foundation (NCF) AND Barbados Tourism Marketing Inc (BTMI) LAUNCH CROP OVER 2019

Piarco, Trinidad and Tobago, W.I., June 14, 2019 — Caribbean Airlines is the Official Airline for the 2019 Barbados Crop Over Festival. In its latest partnership with the National Cultural Foundation (NCF), and Barbados Tourism Marketing Inc (BTMI), the airline continues to show its commitment to connecting the region and to supporting major festivals and events.

The announcement of the partnership and launch of the airline's Caribbean Identity campaign in Barbados takes place on June 14 at Festive Fridays, at the Bridgetown Night Market, Pelican Centre. The Caribbean Identity campaign embraces and celebrates the best of the Caribbean.

Commenting on the partnership, Caribbean Airlines Chief Executive Officer, Garvin Medera stated: "We are thrilled to be the Official Airline for Crop Over, one of the region's most celebrated festivals. The Caribbean Identity campaign is resonating across the Caribbean and we are happy to officially launch it here in Barbados. Beyond the Crop Over Festival, Caribbean Airlines sees the NCF and BTMI as valued partners and we are confident that this alliance will open more gateways to Barbados."

Chief Executive Officer of the National Cultural Foundation, Mrs. Carol Roberts-Reifer remarked, "This new partnership with Caribbean Airlines Limited provides the NCF with a wonderful opportunity to allow visitors to come and experience all of the spectacle that is our Crop Over Festival."

In acknowledging the partnership, William "Billy Griffith", CEO of the BTMI commented: "The Barbados Tourism Marketing Inc. (BTMI) congratulates Caribbean Airlines on the launch of the Caribbean Identity programme in Barbados. Throughout the Caribbean, we at the BTMI have ramped up our marketing efforts with our signature No Crew Left Behind Campaign, which has truly been a success in increasing the appetite for Crop Over, and destination Barbados in general. So over the past two years, we've laid the foundation, and the Caribbean Identity programme will further cement the inroads we've made.

Beyond the Caribbean Identity programme, we acknowledge the strengthening of the NCF- BTMI- CAL partnership as Caribbean Airlines was recently named the official airline of Crop Over, which will undoubtedly open more gateways to Barbados much to the delight of carnival and festival lovers across the region and North America."

The launch will feature Caribbean Airlines, Caribbean Identity brand ambassador, Machel Montano, and other celebrated performers, Peter Ram, Lil Rick and Marvay.

This release has been issued by Caribbean Airlines Limited
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Caribbean Airlines currently services Barbados via Trinidad with three flights daily, along with twice weekly non-stop service between Barbados and Jamaica; with seamless connections to the airline's wider North American and South American networks.

The Barbados Crop Over Festival officially opened on June 08 and will run until August 05, 2019.

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About Caribbean Airlines

Caribbean Airlines is an authentic Caribbean airline which provides a genuine Caribbean experience on all its services. The airline's professional teams offer the warmth of the islands both on and off the aircraft. Caribbean Airlines operates more than 600 weekly flights to 20 destinations in the Caribbean and North and South America. The airline's fleet is comprised of Boeing 737-800 and ATR72-600 aircraft. Jointly owned by the people of Trinidad & Tobago and Jamaica, headquartered in Trinidad and Tobago, and with an operational base in Jamaica, Caribbean Airlines employs more than 1600 people. The airline is a member of the International Air Transport Association (IATA) and is recognized as an IATA Operational Safety Audit qualified airline. It is a certified FAA repair station as per regulation 145.

For more information on Caribbean Airlines, visit www.caribbean-airlines.com. Follow Caribbean Airlines on Facebook: www.facebook.com/caribbeanairlines and on Twitter @iflycaribbean