

Flair Airlines and Blue Ribbon Bags partnership will give passengers peace of mind by mitigating baggage disruptions

- Flair is the first airline in North America to partner with baggage concierge service, Blue Ribbon Bags
- The service will be available as a \$5.99 add on for Flair passengers

EDMONTON, Alberta, August 10, 2023. Today, Flair Airlines, Canada's leading ultra-low fare airline, announced that it is teaming up with Blue Ribbon Bags to be the first North American airline to give passengers more peace of mind when travelling with baggage. The service will allow baggage agents to use airline and airport systems to locate lost or delayed bags quicker and more efficiently.

If a passenger adds the service onto their flight and does not see their baggage upon arrival at their destination, Blue Ribbon Bags will locate the baggage, share push notifications regarding the bag's status, and reunite it with the passenger within 96 hours. If it fails to do so, the passenger will be compensated a guaranteed amount of \$500 for the delay of each bag (up to 2 bags per passenger).

"We're always looking for ways to make the process of flying as stress-free and easy as possible, and the partnership we've struck with Blue Ribbon Bags is a huge win for passengers," said Garth Lund, Chief Commercial Officer, Flair Airlines. "We're proud to be the first North American airline to offer this innovative product and expect this to be a popular add on for our customers."

"This partnership shows Flair's commitment to their customers and their ability to adapt to an ever changing travel landscape" says Senior Vice President of Blue Ribbon Bags, Robert Ardino. "Blue Ribbon Bags is very excited to begin servicing their customers and enhance the travel experience of Flair passengers."

The product is now available to purchase for an additional \$5.99 during the booking flow at flyflair.com.

About Flair Airlines

Flair Airlines is Canada's leading low-fare airline and its greenest airline, on a mission to provide affordable air travel that connects them to the people and experiences they love. With an expanding fleet of Boeing 737 aircraft, Flair is growing to serve over 35 cities across Canada, the U.S., Mexico, and Dominican Republic. For more information, please visit www.flyflair.com.

About Blue Ribbon Bags

Blue Ribbon Bags is the world leader in delayed luggage retrieval services. For a service fee, BRB will track a customer's missing bag while sending them push notifications on its status. If BRB fails to reunite the bag with the customer, BRB will provide a satisfaction guaranteed payment, to the customer, with no receipts or proof of contents required for payment. Today, BRB sells product in over 90 countries, through the largest travel distribution channels, to millions of travelers on a monthly basis.

Media Contacts

Members of the media may contact media@flyflair.com for more information.