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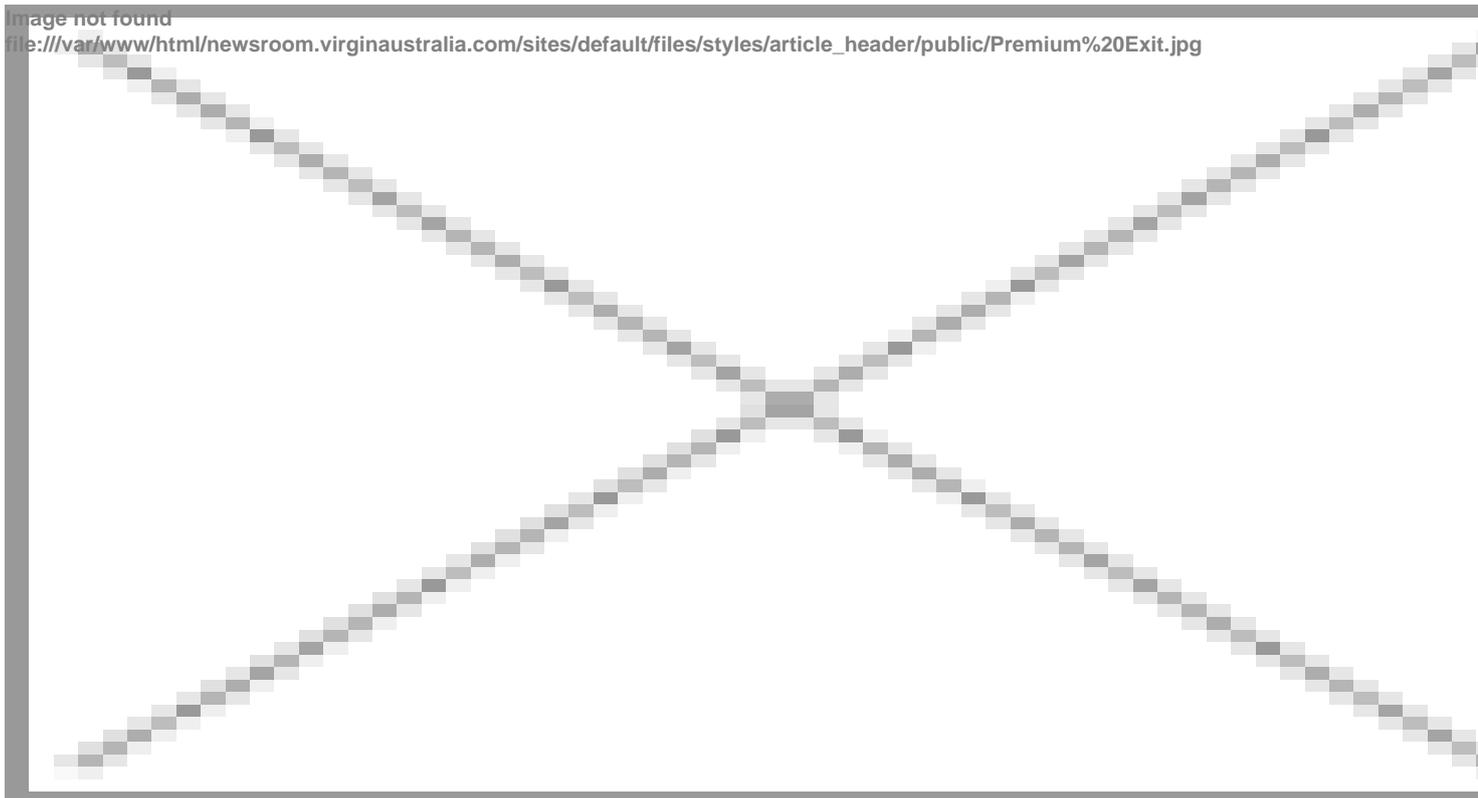
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Virgin Australia's Premium Exit in Melbourne

Virgin Australia today announced a major enhancement to its domestic lounge network, with the introduction of the airline's first 'Premium Exit', providing easy and seamless access to the departure pier directly from the Melbourne Lounge.

In an Australian first, Velocity Platinum and Gold Frequent Flyer members, Lounge members, and Business Class guests flying out of Melbourne can now exit the Lounge through a dedicated private security screening point, which minimises their connection times to the departure gates at Melbourne Airport.

New research has found Australian frequent flyers spend nearly 90 hours on average a year in airports, with frequent travellers in Melbourne alone spending up to 83 hours in the airport every year.

Lounges have become an important part of the travel experience, and the study by Galaxy Research also found the most popular ways for frequent air travellers to spend their time while in lounges are eating or drinking (82%), catching up on work or emails (68%), or reading a newspaper, book or magazine (54%).

Velocity Frequent Flyer Chief Executive Officer, Neil Thompson said: “We remain committed to setting a new standard in customer experience and rewarding our most frequent flyers for their continued loyalty. We do this by providing certain levels of status in the program, giving our Gold and Platinum members access to unique premium services such as lounge access and priority boarding.

“Following the success of Australia’s first kerbside Premium Entry in Sydney, the introduction of a dedicated and exclusive Premium Exit service in Melbourne will ensure a more seamless travel experience for our valued members and Business Class guests and will allow them more time in the state-of-the-art lounge in Melbourne. We will continue to bring unique and personalised innovations to our members as we work towards becoming a world-leading loyalty program,” Mr Thompson said.

One of Australia’s most frequent flyers and judge on Channel Seven’s The X Factor, Dannii Minogue, said: “Whether I am travelling with my son, or rushing around on business, the Premium Exit at Melbourne Lounge is amazing. Being able to spend extra time in the Lounge to send an email, freshen up or simply relax and enjoy a coffee makes my traveling experience that much better.”

For more information, please visit www.virginaustralia.com [3].

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