



For Immediate Release:

Republic Airways Holdings
Media Contact: Carlo Bertolini
Tel. (317) 484-6069
IR Contact: Timothy Dooley
Tel. (317) 487-4308

Republic Airways Announces Details of Brand Unification Plan for Frontier and Midwest Airlines

Indianapolis (Apr 13, 2010) – Republic Airways Holdings (NASDAQ: RJET) today announced another important step in the harmonization and ultimate integration of its branded operations, with the selection of the Frontier Airlines name for its consolidated branded network. The retention of the Frontier Airlines name includes its iconic animal trademarks that have garnered more than 80 awards for groundbreaking communications and advertising and will now be leveraged across an even larger customer base.

The decision was announced after analyzing extensive data from customers and employees that underscored the importance of maintaining the best practices of both brands and will also help determine additional enhancements as the two networks transition to one consistent brand.

"Combining two customer-focused, highly complementary brands is a singular opportunity to improve efficiencies throughout our Company while offering more value to our customers," said Bryan Bedford, chairman, president and CEO of Republic Airways. "During our dialogue with our stakeholders, we were grateful for the passionate input we received throughout the process. We will continue to draw upon it as we preserve and enhance the brand promise so valued by the passengers and communities served by Frontier and Midwest."

"We are expanding in both service and employment at our Denver and Milwaukee hubs," Bedford continued. "We are launching 10 new destinations in Denver and five in Milwaukee this year, and will add to our employment bases of 1,200 in Milwaukee and 4,100 in Denver."

"Although both brands have built strong affinities with air travelers, our customer research concluded that Frontier is the brand best positioned to meet the needs of today's consumers with its affordable-fares brand promise," said Ian Arthur, Republic's vice president of Marketing and Branding. "With an expanded network and an even stronger Frontier brand, we are confident we can meet and exceed the needs of even more consumers."

Republic expects the integration process to take 12-18 months. In addition to brand consolidation, the process will focus on developing and implementing attributes that will set Frontier Airlines apart in the industry. A dedicated Web site where details about the integration process will be posted has been established at www.FrontierMidwest.com.

Republic Airways Holdings, based in Indianapolis, Indiana is an airline holding company that owns Chautauqua Airlines, Frontier Airlines, Lynx Aviation, Midwest Airlines, Republic Airlines and Shuttle America, collectively "the airlines." The airlines offer scheduled passenger service on approximately 1,600 flights daily to 123 cities in 44 states, Canada, Costa Rica, and Mexico under branded operations at Frontier and Midwest, and through fixed-fee airline services

agreements with five major U.S. airlines. The fixed-fee flights are operated under an airline partner brand, such as AmericanConnection, Continental Express, Delta Connection, United Express, and US Airways Express. The airlines currently employ approximately 11,000 aviation professionals and operate 283 aircraft.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements in this press release regarding Republic Airways Holdings' business which are not historical facts are "forward-looking statements" that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see the summary of risk factors contained in our earnings release.

###