



For Immediate Release:

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

Republic Airways Names Ian Arthur Vice President of Marketing

Indianapolis (March 15, 2010) – Republic Airways Holdings Inc. (NASDAQ: RJET) today announced the appointment of Ian Arthur as Vice President of Marketing and Branding. In addition to heading up the marketing and branding strategies of recently acquired Frontier Airlines and Midwest Airlines, Arthur will oversee all communications strategies, including employee engagement, government affairs, and public relations, throughout the enterprise.

"Ian is a proven leader in creating high-impact marketing and branding initiatives that build significant awareness, capture market share and increase revenues," said Bryan Bedford, chairman, president and CEO of Republic Airways. "His extensive experience in creating and cultivating brands through direct stakeholder engagement will be a vital contribution to the harmonization and improvement of the customer experience within our branded network."

Arthur oversaw the process for Frontier Airlines that led to the development of the airline's wildly successful "A whole different animal" branding campaign. He was also responsible for rebranding the Beaver Creek ski resort into one of the leading resorts in North America through the "Not Exactly Roughing it" campaign, and he developed the successful "There's no place like together" brand for Exclusive Resorts. He also served as director of Marketing for Nike, one of the most recognized brands in the world.

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 115 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 282 aircraft.

###