



**CARIBBEAN AIRLINES JOINS THE SUNSHINE AWARDS**

**Port of Spain, June 28, 2007.** Caribbean Airlines announced today that it is partnering with the Sunshine Awards in the spirit of promoting Caribbean culture abroad. The 19<sup>th</sup> Awards Ceremony is scheduled for Sunday October 28<sup>th</sup> 2007 in New-York City.

“Caribbean culture is the main flag bearer of the region and is recognised and known worldwide” says Caribbean Airlines’ CEO, Peter Davies. “As we strive to become the region’s carrier of choice we can only learn from the successes of the vibrant, ever-evolving music, writing, poetry and other forms of art”.

Caribbean Airlines is looking at building a partnership with the event and helping raise awareness of the region’s culture through its onboard magazine, Caribbean Beat, its customer’s newsletter, and other form of communications.

“I am confident that our organisations, the Sunshine Awards and Caribbean Airlines, will gain mutual benefits from our partnership and collaboration in promoting the rich and diverse artforms of the Caribbean region,” says Gilman Figaro, co-founder of the Sunshine Awards. “It is in this context that I am pleased to announce that Caribbean Airlines is now the Official Airline of the Nineteenth Annual Sunshine Awards.”

The SUNSHINE Awards® was founded in 1989. The programme is designed to recognise, honour and pay tribute to the creators, performers and promoters of Caribbean music, art, poetry, dance and culture. Special features of the programme are the SUNSHINE Awards Hall of Fame® also established in that year and the SUNSHINE Awards Student Recognition Programme® started in 1998.

Since its launch on January 01 2007, Caribbean Airlines is proving to be a leader in customer service and reliability in the airline industry. Customer surveys and operational statistics clearly indicate that Caribbean Airlines has developed and implemented processes that make it a leader in customer service and reliability. We are delivering on our promise to bring the warmth of the islands to each of our customers by achieving on-time performance, value for money prices, and safe, reliable and welcoming service.

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