

FOR IMMEDIATE RELEASE



Pan Canadian Airlines Announces Flight Expansion Plan

Expected to increase flights and jobs within Canada

TORONTO, Nov. 20, 2021 – On November 25, 2021, Pan Canadian Airlines will be hosting a news conference with our executive director and head of public relations at Vantage Venues located at 150 King St. W in downtown Toronto. The purpose of this news conference is to announce and discuss our new and improved flight expansion plan to three Canadian cities. Additionally, we have implemented upwards of 100 new jobs for Canadians within the airline industry.

News representatives may ask questions or voice any concerns they may have in regards to the new airline expansion plan, or the new job opportunities allocated within the company.

What: News conference for the new Pan Canadian Airlines expansion plans.

When: November 25th, 2021; 1:00p.m.

Location: Vantage Venues; Suite 1010 150 King Street W. Toronto, ON M5H 1J9

Who: Pan Canadian Airlines, Executive Director, Ivana Vasiljevic.

Pan Canadian Airlines, Head of Public Affairs, Sophia Rose.

Pan Canadian Airlines, Media Relations Specialist, Sade Wisdom.

Why: Announcing new daily service from Toronto to Canadian cities.

Photo Opt: Pan Canadian Air Exec. Director will be available for photo opportunities fifteen minutes after the conference ends.

Media List for News Conference

Brijbassi, Adrian

Intro Bio: Canadian travel expert and founder of Vacay.ca.

Contact Info: adrian@vacay.ca

The reasoning for choosing: Of course, we had to invite the man of all things travel, Adrian being the founder of his own travel site and constantly writing about anything travel-related. I believe he would find this news conference interesting as well as give him a topic to write about.

Coyne, Andrew

Intro Bio: Opinion columnist at Globe and Mail. Worked for many publications and wrote for National Post, Macleans, NYTimes and many more.

Contact Info: acoyne@globeandmail.com

The reasoning for choosing: Coyne has over 30 years of experience being a columnist, his vast work for many publications is what led me to invite him to the news conference.

Lagogianes, George

Intro Bio: CP24 BREAKFAST co-host and CP24 LIVE AT NOON host has been with CP24 since 2007 and has more than 30 years of broadcasting experience. Reporting on everything from the Oscar® red carpet to the tundra of the Arctic.

Contact Info: George.Lagogianes@bellmedia.ca

The reasoning for choosing: Being one of Toronto's leading reporter George reports several different news angles, he has also covered many articles and topics on Air Canada/ travel.

Teite, Emma

Intro Bio: a Toronto columnist, who constantly writes about travel. Writes articles on anyone or anything happening in Toronto.

Contact Info: eteitel@thestar.ca

The reasoning for choosing: Teite writes about everything, I believe this news would catch her attention as she writes about events happening all around Toronto, especially PCA being a Canadian-owned airline.

Sze Tang, Wing

Intro Bio: Travel writer and editor based in Toronto, frequently writes for Toronto Star.

Contact Info: wing@wingszetang.com

The reasoning for choosing: Tang has a very large audience that enjoys reading her articles, she talks about all things travel and would help a prominence news angle to our announcement a.k.a create more buzz.



For Immediate Release

Pan Canadian Airlines announces affordable flights to three Canadian cities

This new expansion will offer Canadians more flights and jobs

TORONTO, Nov. 25, 2021-- Pan Canadian Airlines is bringing Canadians closer together just in time for the holidays with three new flight additions to their services. Departing from Toronto, customers finally have affordable direct flights to Halifax, Calgary and Saskatoon. This new opportunity will encourage economic growth and job development as we implement over 100 positions throughout our airline services.

Take-off is set for December 1st, 2021 and is scheduled to travel two to four times a week from Toronto, Ont. All flights are available in both economy and business class to accommodate all travel needs. We will offer four flights per week for Halifax, three for Calgary, and two for Saskatoon. Additionally, we will offer a unique discount code for these three flights offering 20 per cent off for the holidays.

“We are beyond excited to finally announce to our passengers this new change to our services,” said Paul Mitchkinson, the (CEO) of Pan Canadian Airlines. “We have been working diligently to add these new services for our customers just in time for the holiday season so everyone can visit their cherished families.”

“I’ve been with Pan Canadian Airlines for three years now,” says Captain Ryan Smith, PCA’s most experienced pilot. “The amount of growth I’ve experienced with PCA is astounding, and I am thrilled to be a part of such an incredible expansion plan.”

For more information on our new flight schedules and ticket prices, click [here](#).

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About Pan Canadian Airlines

Pan Canadian Airlines is Canada's largest domestic airline and, in 2019, was among the top 20 largest airlines in the world. In the five years of serving Canadians, Pan Canadian Airlines has cut airfares in half and increased the flying population in Canada to more than 25 per cent. Pan Canadian Airlines launched in 2016 with three aircraft, 100 employees and five destinations, growing over the years to more than 15 aircraft, 250 employees and flying our passengers all over Canada.

Press Contact

Ivana Vasiljevic

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3 Key Messages

Three Key Messages

1. PCA is dedicated to providing affordable flights for Canadian travellers. We are working diligently to make more flights available to a wide range of cities for our customers
 - We are pleased to announce a new daily flight service from Toronto to Halifax, Saskatoon, and Calgary.
2. PCA is now opening over 100 job positions for Canadians with these new flight services.
 - Expanding employment for Canadians is crucial for economic growth and activity. This new expansion makes it easier for our customers to travel for work and increases jobs within this sector.
3. PCA is driven towards providing a safe and friendly environment for our customers. - We pride ourselves on offering affordable, stress-free, and seamless travel options for Canadians.
 - All of our staff are equipped with proper training and de-escalation strategies to ensure safe travel.
 - The price of our tickets does not reflect the quality of our services.

FAQ Sheet

1. What does your new service change consist of?

- a. Our new services include daily flights with the same affordable prices from Toronto to three Canadian cities: Halifax, Saskatoon, and Calgary.

2. When will your new flight services be implemented?

- a. This new service will be implemented starting December 1, 2021. With the holiday season approaching, we aim to provide our customers with quick and affordable flight options so they can go home and be with their families.

3. Do you plan on expanding your service to other Canadian cities and provinces? a.

We would love to expand our services to many other Canadian cities, and we are working diligently to make more flights available to a broader range of cities for our customers in the future.

4. What protocols are in place to de-escalate situations between your staff and passengers?

- a. Unfortunately, these things happen; we are all human. We take full responsibility

for any staff misconduct and behaviour at Pan Canadian Airlines. We require all of our employees to complete extensive customer service and crisis management training courses to prepare them for a multitude of situations. The safety of everyone on our flights will always be the main priority.

5. How do you handle customer complaints?

- a. We take all concerns very seriously. We have specific protocols that allow us to investigate any customer complaints or concerns that may arise. We are focused on doing everything we can to identify the root of the issue and provide suitable solutions for the customer's situation.

6. When an incident occurs on a flight, what steps are taken for de-escalation? a.

We have mandated policies in place for specific situations that occur on our flights.

Our staff have completed appropriate training; we emphasize the importance of fair judgment and ethics to ensure a safe and calm de-escalation. We will always do our best to resolve any concerns that may arise so they can continue to enjoy flying with us.

Introduction Statement

Hello everyone, my name is Sade Wisdom, and I am the Media Relations Specialist here at The Pan Canadian Airlines. I would like to welcome you all to the Pan Canadian Airlines press conference here at the Vantage Venues. To start things off, we will have our Executive Director Ivana Vasiljevic, discuss our most recent announcement, and then we will have the Head of Public Relations Sophia Rose take questions following Ivana's statement.

Opening Statement

Good evening everyone, my name is Ivana Vasiljevic, and I am the Executive Director at Pan Canadian Airlines.

I am delighted to be here today to announce our newest flight expansion plan to three Canadian cities, Halifax, Saskatoon, and Calgary. At Pan Canadian Airlines, we have one goal: to offer and expand Canadian affordable airline services. With the holiday season just around the corner, we know how important it is to get home and spend time with your loved ones, and we're excited to make that happen. We take pride in being a vibrant, affordable choice for Canadians.

Our new flights will be available in both economy and business class seats to accommodate all of your travel needs. Please find attached a detailed copy of our updated flight schedules and our price list in your media kits as well. This will be posted on our website, to give our customers an idea of when to plan their trips. Additionally, we will also be offering our customers a unique discount code on our website, just in time for the holidays offering 20 per cent off on tickets booked to these three cities during December.

This is about more than flights; this is about jobs. With our new connections, we have provided more than 100 local jobs to Canadians within the airline industry, including flight attendants, customer services roles, and many more.

Before this conference, we have been informed that an incident broke out on one of our flights between a passenger and one of our flight attendants. We understand a video of the incident has been posted to social media, and rest assured, PCA is working diligently to investigate the incident. Everyone involved has been contacted and spoken to regarding the situation, as we are still gathering all the details of the incident.

We are very saddened and disappointed to hear that one of these conflicts has happened on our flights. We call Pan Canadian Airlines our home and to see this happen, in our community with one of our employees is disheartening. We always thrive to have a safe and friendly environment.

We are here today to focus on our new flight expansion plan but we will gladly be taking questions for the incident that has just taken place and will inform you and share with you as much as we know.

Staging Details for News Conference

The Pan Canadian Airlines news conference will take place on the 10th floor in suite 1010 at Vantage Venues, located in the heart of Toronto's financial district. Parking is located on the lower level of the building.

Upon arrival at 12:30 p.m. media personnel are expected to sign in prior to their entry to the conference room. Media kits will be available to all media personnel at their designated seats. As well as a refreshments table with mini appetizers and drinks for everyone.

The first four rows of tables are to be reserved for print media journalists, microphones will be available for the questionnaire segment. Alongside the left side of the conference room is reserved for broadcast journalists who require any camera equipment.

The conference will begin promptly at 1:00 pm, three members of Pan Canadian Airlines will be arranged in front of a dark green curtain wearing black and white business formal attire with their hair slicked back and out of their face. The Pan Canadian Airlines logo is presented clearly on the speaker's podium, where the Executive Director will conduct the news conference. After the opening statement is complete, the PR executive will promptly answer any questions from the media regarding the topics discussed. There are also three board members of PCA present during the news conference--they are to stand on the far right side of the stage in a straight line and will act as a representation of the company's establishment.

The media has the option to take photographs of the PCA members 15 minutes after the news conference ends. No additional questions will be answered at this time.

Potential Media Questions

1. There have been calls to boycott your company. What went through your mind when watching that video of the woman being dragged off of one of your planes? a. It's not what I thought, it's what I felt. I am shocked and saddened that this situation occurred on one of our flights. As someone who flies often, fellow, I value top-of-the-line safety and exceptional customer service. I understand the severity of this issue, we are currently investigating the situation and will implement any necessary changes.
2. .You said this would never happen again. What steps are you going to put in place to ensure this stays true?
 - a. We are conducting a deep and thorough review of our policies, specifically reviewing our de-escalation strategies. We will conduct a retraining session for all of our employees to better prepare and equip them for these types of unprecedented situations.
3. What went wrong in this scenario?
 - a. This is a training error. During flight attendant training, we emphasize the importance of routine and policy regulation, but that is going to change. Not every situation can be met with a predetermined solution.
4. Have you been in contact/spoken with the passenger and the flight attendant? A. Yes, we have spoken to both of the individuals involved and are in contact with witnesses involved to gather as much information about the situation.
5. Will there be any consequences in place for the flight attendant?
 - A. As of right now, the flight attendant involved has been put on a temporary leave of absence until the investigation has cleared and we have all the answers to continue forward.
6. Will the passenger be compensated for this issue?
 - A. We do not have all of the answers to make a formal statement, however, we can assure you that the passenger is currently being taken care of and we are working closely with her towards an answer and a solution.
7. The situation involved one of your male flight attendants and a female customer, this doesn't seem like a safe and friendly environment.
 - a. As a woman, and a flyer, I understand the severity and concern surrounding this situation. We engrain equality in all of our staff, from our pilots, check-in staff, to our flight attendants. We want our customers to feel a part of our family at PCA. All PCA staff are trained with the necessary safety and de-escalation procedures to avoid situations like this from happening, but sadly, this situation did occur and we are working to ensure it doesn't happen again.

- b. While we want to refrain from commenting on ongoing investigations, we can assure you that the safety of our customers was, and will continue to be our top priority. As a woman and flyer myself, I truly understand the severity and concern surrounding this situation however we do not want to insinuate anything as we are still pending details regarding this situation.
- 8. Because your tickets are so cheap, do your services reflect that?
 - a. fellow flyer myself, there is nothing more important to me than a good deal and a seamless, stress-free travel experience. Our goal is to make travel easy and accessible for Canadians, our prices offer solutions for our customers so they can avoid hefty travel costs and fees and focus on their destination.
- 9. Can you explain the new jobs you have implemented for Canadians with your new flight plan?
 - a. We are happy to have provided close to 100 jobs, these jobs range from pilots, flight attendants, air traffic control, bag check-in, ticket processing, and more.
- 10. What was your reasoning for choosing the three cities: Halifax, Saskatoon, and Calgary? a.
Our main reason for choosing these cities is due to the lack of accessibility for affordable and quick travel. We chose two highly sought-after locations and one rural location because we want to provide affordable and seamless options, especially around the holiday season.
- 11. How do you keep your tickets so cheap?
 - a. We price tickets based on the demand for that specific time and location, but our customers will always be paying less than our competitors because they are only paying for the price of the seat.