

DUCE

On most airlines, you can actually pay several different fares for the very same flight. The regular fare. Or a 7-day advance purchase fare. Or a 14-day advance purchase fare. And so on.

At New York Air, we think this fare game is confusing. And unfair.

That's why we're introducing our new, simple "No Ifs, Ands, Or Buts" fare policy.

Now, no matter when you call for a ticket, you'll pay one, simple fare: either Peak or Off Peak. With no restrictions. No fine print. No strings attached.

And even though we're simplifying our fares, it doesn't mean you'll get less for your dollar. Fact is, you'll still get all the amenities New York Air is famous for.

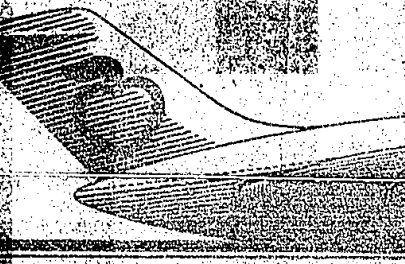
Like our complimentary fresh breakfast snacks on weekday mornings. Along with a complimentary *New York Times*.

And complimentary mixed drinks, fine wines and real New York-style food all day, every weekday. Not to mention seat selection; Extra legroom. And 80% window and aisle seating.

And you'll be served by the most accommodating people in the business. People who believe it doesn't cost anything to be friendly.

So there you have it. Simple fares. And simply terrific service.

With all this going for you, we think you'll find New York Air is simply the best airline to fly. No ifs, ands, or buts about it.



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