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Firefly to offer RM1 one-way fare at MDTF

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COMMUNITY airline Firefly will offer its special Firefly Holiday Family packages and RM1 one-way Firefly mobile booking deals at the upcoming Malaysia Domestic Travel Fair (MDTF).

The packages, offered only on-site at the fair, will cater for big groups travelling together, be it families, friends or corporate/incentive trips and holidays groups, it said in a statement.

Its RM1 one-way fare is for all domestic destinations except for flights to Langkawi.

This promotion is only available on site and must be purchased via Firefly Mobile, which is Firefly's newly introduced application.

The MDTF will be held from May 14-16.

"Our focus is to encourage family and or group travel via packages that are affordable for everyone to explore our country's exotic and wide variety of holidays spots," said Angelina Fernandez, Firefly's Head of Marketing and Communication.

She added one Firefly Gift Voucher worth RM50 would be rewarded to the first 100 customers on Friday, May 14 and a free 10-minutes massage from Kenko Spa for all those who purchase packages.

Firefly said the promotion will cover travel period from June 14, 2010 to March 26, 2011.

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