

FLIGHT CENTRE LIMITED FOCUSES ON EFFICIENCIES AND SYSTEMS IMPROVEMENT WITH NEW GLOBAL POSITION

FLIGHT Centre Limited has moved to enhance efficiency and systems in a critical area of its business, with the creation of a senior management position responsible for product, marketing and distribution.

The company's managing director, Graham Turner, today announced that Paul Scurrah would be promoted from his current role of global general manager of product to the newly created position of executive general manager – strategy.

In his new position, Mr Scurrah will oversee the company's expanding technology, e-commerce and marketing areas, while continuing to work closely with Flight Centre Limited's product leaders in each country.

He will assume one of the company's most senior global positions and will be part of the international executive management team.

Mr Scurrah will report to Flight Centre Limited chief executive officer Shane Flynn on operational matters relating to his role and to Mr Turner on strategic aspects.

"The product, marketing and distribution areas are critical to our success now and in the future and will benefit greatly from Paul's expertise and leadership," Mr Turner said.

"Paul will develop medium and long term strategies in these key areas and will ensure we have a global approach to technology and the processes that can improve efficiencies in our operation."

Mr Scurrah, 36, joined Flight Centre Limited in March after a highly successful period as executive general manager of Tourism Queensland's commercial division, which incorporates Sunlover Holidays, the Queensland Travel Centres and BestRates.com.au.

He has also worked in management positions for Regional Express (REX), Ansett, American Express and Qantas Airways. He was recently named Queensland Young Manager of the Year at the Australian Institute of Management Excellence Awards.

"One of my goals will be to formulate and implement strategies that will ensure Flight Centre Limited continues its evolution from a traditional retail business into a multi-channel travel distribution company," Mr Scurrah said.

"Flight Centre Limited has enjoyed great success over a long period and has developed an extremely strong foundation for the future.

"Now, one of our aims as a company will be to achieve a higher level of efficiency as we continue to grow in Australia and overseas."

Flight Centre Limited recently announced that it would devote an additional \$10 million to IT and productivity enhancements in the 2004/05 financial year.

This investment has already seen the company acquire a state-of-the-art online booking system as part of its acquisition of the travelthere.com website.

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