



8 March 2005

**PRESS RELEASE**

**SpeedFerries cuts cross-Channel car fares by another 50%.**

As of today low-cost fast ferry operator SpeedFerries has reduced its prices on the Dover to Boulogne service by approximately 50%. Prices which used to vary from £12½ to £45 (Car+6 one-way) are now reduced to a level of £7½ up to a maximum price of any ticket on any departure of £19.

For more information on the pricing please refer to [www.speedferries.com](http://www.speedferries.com) or contact SpeedFerries directly.

**50,000 Fight The Pirates Tickets offered from £7½ to £19  
(Car+6 one-way).**

So far 50,000 tickets (branded under the SpeedFerries slogan "Fight The Pirates") are offered at these prices. Fight The Pirates tickets will be allocated on a "first come first served" basis. SpeedFerries being probably the only profitable operator on the Dover Strait are proud to be able to offer these extremely attractive fares to the customers.

**Official complaint on predatory pricing filed yesterday against  
P&O Ferries to the UK and EU competitive authorities.**

By constantly offering the lowest average fares, SpeedFerries expects and understands the price competition from other operators on the Dover Strait. We find it positive that our competitors now state publicly that they have become "leaner" and "fitter" enabling them to stand up to the new market conditions created by the arrival of SpeedFerries. However, we have to react when predatory pricing clearly aimed only at SpeedFerries is introduced by the largest ferry company out of Dover. Offering greatly reduced fares only on selected departures which match SpeedFerries sailings both ways, is just one of the numerous dirty tricks we are facing.

Recalling the problems of a now famous airline, SpeedFerries finds it fascinating that P&O Ferries have stated publicly, that the tactics related to fighting low-cost competition (stated when the above pricing was introduced) were studied at British Airways.

For further information on the above, please check the official complaint at [www.speedferries.com/press](http://www.speedferries.com/press) or contact SpeedFerries directly.

Sincerely yours,

Curt Stavis  
Chief Executive Officer

For further information, please check [www.speedferries.com](http://www.speedferries.com) or our press information page [www.speedferries.com/press](http://www.speedferries.com/press) or e-mail to [press@speedferries.com](mailto:press@speedferries.com) or contact Deborah Cameron at Tel: +44 (0) 7976 345 702