

16 June 2006
PRESS RELEASE

SpeedFerries Attacked by Friendly Pirates on the Channel

On the morning of 12 June 2006, SpeedFerries was “attacked” by friendly pirates just outside the port of Boulogne. The Grand Turk, which is a reproduction of a vessel called the Blandford – a fully rigged 22 cannon sixth rate frigate, was waiting just outside the port of Boulogne for SpeedFerries’ wave-piercing catamaran, SpeedOne. At 10:00 a.m., immediately after SpeedOne left Boulogne harbour, she was greeted by the Grand Turk with massive cannon fire – blanks of course.



The staged event was welcomed by SpeedFerries customers, who gathered on the sundeck to enjoy the festivities; the impressive pirate ship with crew dressed-up as pirates not to mention the loud and smoky cannon fire.

The attack by the friendly pirates was an enjoyable reminder of an otherwise grave period in the early history of SpeedFerries.

SpeedFerries introduced its “Fight the Pirates” campaign following a very difficult entry into the cross-Channel ferry market. After the opening of the Dover-Boulogne route on the 19 May 2004, SpeedFerries realized that the concept of a low cost ferry service, introducing low cost airline styled pricing to the ferry market, was so unpopular within the industry that SpeedFerries found itself in an extremely hostile market.

Strong support by loyal customers during the start up period and SpeedFerries' determination to "Fight the Pirates", saved the company and secured the success of the Dover-Boulogne fast ferry service – a service **which resulted in a 50 percent reduction of the average sales price of car tickets on the Dover Straits, thereby benefiting all Cross-Channel travellers.**

After two years of operation SpeedFerries has obtained 12% of the passenger vehicle market and reached its original objective of delivering a “50 percent cheaper, 50 percent faster product” to cross-Channel travellers. SpeedFerries won “Best European Crossing Operator” award in 2005 at the Telegraph Travel Awards just 18 months after the service was launched in May 2004.

SpeedFerries continues its commitment of offering cross-Channel prices at an acceptable level whilst providing a high quality, low cost fast ferry service.

Visit www.speedferries.com to see more images from the event and latest information.

Sincerely yours,

Curt Stavis
Chief Executive Officer

To download images visit www.speedferries.com/press
Or contact Communications Manager Marianne Illum on Tel: +44 (0) 7976 345 702

The Grand Turk is available for charter all year. Contact Ian MacDougal at Tel: +44 (0) 7703208098.