

Our Ref. ab/MOL/2025

Your Ref. 2076/2780/30901207

10th February, 2010

Mr Herbert Smith LLP
Exchange House
Primrose Street
London EC2A 2HS
England

Re: easyJet plc

Dear Sir,

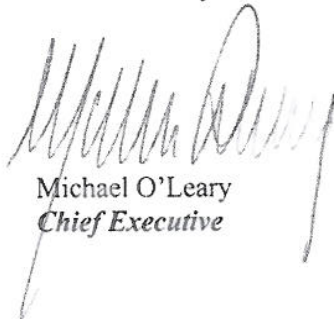
We acknowledge receipt of your fax letter dated 3 February and totally reject the bizarre and inaccurate claims contained therein as follows:

1. Michael Cawley's comments on BBC Breakfast Show in which he described easyJet as a high fares airline were fair, accurate and reasonable. Given that easyJet's average fare (of €66) is more than double Ryanair's average fare (of €32), and easyJet's high fares are rising, this claim is clearly justified. Your claims that easyJet's flights "*are not more expensive*" or that easyJet is a "*low fares airline*" are untenable, when easyJet's average fares are more than double Ryanair's.
2. Your claim that Ryanair's advert has accused Stelios of lying is simply untrue. We suggest you read our advert again. The advert accurately quotes easyJet's website claim that "*punctuality... is a top priority*", yet easyJet (having previously done so) has failed to publish its weekly on-time statistics for a period of over 40 weeks now. The advert reasonably asks whether easyJet is hiding its poor punctuality statistics because they are so inferior to those of Ryanair. The use of Stelios in this advert is perfectly legitimate since he is the largest shareholder (and the dominant influence) in easyJet, he repeatedly masquerades as the public face of easyJet, and pronounces regularly on easyJet's strategy, pricing and service (as he is fully entitled to do), since he is easyJet's largest shareholder. The claims made in this advert are factually correct and your claims of defamation are baseless. This advert will continue to run until Stelios/easyJet agree to resume publishing their customer service stats.
3. Perhaps the best way to resolve this matter would be to advise Stelios and easyJet to resume publishing their weekly on-time statistics on their website, if they are really sincere when they claim "*punctuality is a top priority*". Alternatively easyJet/Stelios should drop this claim. As for easyJet's "high fares" (which are more than double those of Ryanair), this is our honestly held belief/opinion, so any spurious proceedings initiated by you will be vigorously defended by Ryanair.

Since we have no intention of being bullied or intimidated by easyJet's expensive lawyers, we will openly publish this and all subsequent correspondence. We believe that easyJet's much higher fares and the hiding/suppression of their on-time statistics is a matter of public interest, both to easyJet's own passengers and the wider travelling public in the UK.

Better still, why not suggest that easyJet/Stelios stop wasting money on expensive lawyers and let's settle this dispute man to man. I hereby challenge Stelios to a race – one lap – around Trafalgar Square on any day of his choosing. If he wins, then we will promise to stop calling easyJet a high fares airline (although they are) and we won't run any more adverts pointing out that easyJet is hiding its awful punctuality figures from the travelling public. On the other hand, if I win the race then Stelios/easyJet must promise to stop claiming that easyJet is a low fares airline (when it's not) and he/they must also undertake that easyJet will resume publishing its weekly punctuality on its website so that passengers can verify for themselves just how awful easyJet's punctuality is. We'll bring lots of sexy cheerleaders and the "Chariots of Fire" music, and all Stelios needs to do is bring himself and his expensive lawyers, who can either carry him or hold the tracksuits or perhaps do something useful like operate the stopwatch!!!

Yours sincerely

A handwritten signature in dark ink, appearing to read 'Michael O'Leary', with a long, sweeping flourish extending downwards and to the right.

Michael O'Leary
Chief Executive