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## Oman Air appoints Black Sheep PR

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Oman Air, the flag carrier of the Sultanate of Oman, has appointed London-based Black Sheep Public Relations to provide UK public relations support.

Peter Hill, Chief Executive Officer of Oman Air, says:

"We are delighted to welcome aboard Black Sheep PR and we look forward to working with them to position and build the Oman Air brand in the UK."

Agencies have also been appointed in France and Germany.

The appointment comes as Oman Air expands its international network and prepares to introduce new aircraft and new onboard products to a number of routes, including London to Muscat. Having moved its UK operations from Gatwick to Heathrow earlier this year, the airline is the only carrier to offer daily, direct, non-stop flights between London and Oman.



Peter Hill continues:

"Oman Air's international expansion has this year seen the introduction of daily London Heathrow and Bangkok services. In September we will be launching daily non-stop services from Oman to Germany, with four Frankfurt and three Munich flights. October will see the introduction of four non-stop flights from Oman to Paris, Charles De Gaulle and four flights to the Maldives, whilst Colombo in Sri Lanka will receive daily flights with four wide-body and three narrow-body aircraft. These new routes, together with our new aircraft and fantastic new products represent carefully-planned and sustainable

growth and confirm Oman Air not just as a major Middle East carrier, but as an important world airline."

"This transformation is the result of sound strategic planning and long-term investment, and provides the foundation for further sustainable growth over many years to come. It also provides an important element of Oman's ongoing inward investment programme."

Oman Air offers some of the most competitive prices for seats between London and Muscat, with Economy Class fares currently starting at just £371 per person and Business Class fares starting at £1,323 per person, including taxes.

### **About Black Sheep PR**

Founded in 2003, Black Sheep PR is a full-service consultancy that focuses on helping its clients stand out within their target markets and reach new customers. Black Sheep PR works with high profile clients across a broad range of business sectors.

[www.blacksheeppr.com](http://www.blacksheeppr.com)

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