



# GOL and Smiles Announce New Rules and Benefits for the Accrual of Miles

São Paulo, October 06, 2016 – GOL Linhas Aéreas Inteligentes S.A. (“GLAI”), (BM&FBOVESPA: GOLL4 and NYSE: GOL), (S&P: CCC, Fitch: CC and Moody’s: Caa3), Brazil's largest air transportation group, announces that will implement with its subsidiary Smiles S.A. (BM&FBOVESPA: SMLE3), from January 03, 2017 on, new rules for the accrual of miles and category upgrades at Smiles Program.

The main objective of this project is to enhance the experience of GOL and Smiles’ customers by adding competitiveness and by focusing in retain even more customers. The new rules will now allow the accrual of miles for promotional tickets, including promotional events, in addition to other new benefits for Ouro (Gold) and Diamante (Diamond) customers.

"Today GOL is the airline that carries more passengers in the country, either in leisure or in the corporate market and, therefore, we are in partnership with Smiles, making important changes in the loyalty program. We want to further enhance the relationship with our customers, offering more advantages along the travel chain and making easier the management and use of accrued miles", said Mauricio Parise, marketing director of GOL.

For additional information about the changes, please access the new rules on the websites [www.smiles.com.br](http://www.smiles.com.br) and [www.novasmiles.com.br](http://www.novasmiles.com.br).

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## About GOL Linhas Aéreas Inteligentes S.A.

Brazil's largest air transportation and travel services group, with annual revenues in excess of R\$10 billion, with three main businesses: passenger transportation, cargo transportation and coalition loyalty program. **GOL** is Latin America's largest low-cost and low-fare carrier, operating approximately 860 daily flights to 65 destinations, being 13 international in South America and the Caribbean. **GOLLOG** is the cargo transportation and logistics business serving more than 3,000 Brazilian municipalities and, through partners, 90 international destinations in 47 countries. **SMILES** is one of the largest coalition loyalty programs in Latin America, with over 11 million registered participants, allowing clients to accumulate miles and redeem tickets for more than 700 locations worldwide. GLAI shares are traded on BM&FBOVESPA (GOLL4) and NYSE (GOL), GLAI has the following ratings CCC (Standard & Poor's), CC (Fitch) and Caa3 (Moody's).