



For Immediate Release

Seaborne Appoints New Director of Business Development and Marketing

SAN JUAN, Puerto Rico, July 23, 2014 /PRNewswire/ -- Gary Foss, President and Chief Executive Officer of Seaborne Airlines, announced the appointment of airline industry veteran Hector "Tato" Montanez as the regional carrier's new Director of Marketing and Sales. In his new position, Montanez will be in charge of overseeing the airline's marketing and sales initiatives in Puerto Rico and the Caribbean.

Montanez brings with him more than 25 years of experience working for American Airlines, where he oversaw sales and marketing, operations, e-commerce and distribution, new product development, key account management and customer service for Puerto Rico.

"Seaborne has a great story and a great future in Puerto Rico, the U.S. Virgin Islands and throughout the Caribbean. I am honored to be part of Seaborne Airlines' evolution and look forward to helping in the development of the airline's regional strategy," Montanez said. "With service to 18 airports, we hope to make Seaborne a household name throughout the Caribbean."

"Seaborne is honored to have someone of the caliber of Hector join the team, after so many outstanding years working in sales and marketing for American. The expert team of professionals that we have been assembling in recent months will undoubtedly fuel our company's growth plans for the region, where we are already the fastest-growing airline in the Caribbean," said Foss.

Montanez, who will be based at Seaborne's San Juan Headquarters, also brings with him experience with working with other airlines gained during his tenure with an airport handling company that provided ground services to various carriers, such as Aeropostal Airlines, AirFrance, British Airways, LACSA and VIASA.

Montanez has a Bachelor's Degree in Business Administration from Inter American University, Metro Campus. He lives in San Juan with his wife Wendy and children Bianca and Jan Luis.

About Seaborne Airlines

Seaborne Airlines has been operating in the Caribbean for over 20 years, carrying over two million customers safely. Seaborne operates over 2,100 monthly departures throughout the Caribbean to San Juan, St. Thomas, St. Croix, Vieques, Tortola, Virgin Gorda, Dominica, Martinique, Guadeloupe, La Romana, Punta Cana, Santo Domingo, Santiago, St. Maarten, St. Kitts and Nevis.