

Edgar Filing: RYANAIR HOLDINGS PLC - Form 6-K

RYANAIR HOLDINGS PLC  
Form 6-K  
May 15, 2003

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

Report of Foreign Private Issuer

Pursuant to Rule 13a-16 or 15d-16  
of the Securities Exchange Act of 1934

For the month of May, 2003

RYANAIR HOLDINGS PLC  
(Translation of registrant's name into English)

c/o Ryanair Ltd Corporate Head Office  
Dublin Airport  
County Dublin Ireland  
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F..X.. Form 40-F.....

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes ..... No ..X..

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82- \_\_\_\_\_

RYANAIR LAUNCHES TXT&FLY SMS SERVICE

NEVER MISS OUT AGAIN ON ANOTHER RYANAIR OFFER!

Ryanair, Europe's No. 1 low fares airline, today (Thursday, 15th May 2003) launched Europe's first pan-European text alert system in conjunction with mobile technology partners Textus, giving subscribers the opportunity to be the first to know about the latest Ryanair offers.

Announcing details of Txt&Fly, Ryanair's Head of Customer Service, Caroline

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Green said:

"Millions of people use Ryanair's low fares every day, and today we're giving people throughout Europe the opportunity to be the first to know about the latest Ryanair offers. It couldn't be easier - just log on to [www.ryanair.com](http://www.ryanair.com) and subscribe to the service. For only EUR5.00 (GBP3.49), subscribers all over Europe will receive an unlimited number of Ryanair Txt&Fly alerts over a 3 month period for their favourite destinations.

"This is another first for Ryanair, and the new Txt&Fly sms alert service goes live today, which means no more waiting to access your emails - you'll be the first to know over the mobile.

"To find out more, and to register for this innovative new service, just log on today at [www.ryanair.com](http://www.ryanair.com) and get txt up!"

Ends.

Thursday, 15th May 2003

For further information:

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Note to Editors:

Textus is an international Mobile Relationship Marketing™ agency, which uses its marketing and technology skills to deliver closer long-term relationships between brands and its customers using the mobile phone.

Operations:

Corporate HQ:

Dartry

Development Centre:

Stockholm

Technology HQ:

Stockholm

Sales and Marketing:

Dublin, UK, Sweden Portugal, Spain, Hungary South Africa, USA

### SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

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RYANAIR HOLDINGS PLC

Date: 15 May 2003

By:\_\_\_/s/ Howard Millar\_\_\_

H Millar  
Company Secretary & Finance Director