

Edgar Filing: RYANAIR HOLDINGS PLC - Form 6-K

RYANAIR HOLDINGS PLC  
Form 6-K  
May 16, 2007

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 2007

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- \_\_\_\_\_

1 MILLION FREE SEATS - NO TAXES, NO FEES, NO CHARGES

ZILCH, NADA, ZIP,

BOOK UNTIL MIDNIGHT MONDAY

Ryanair, Ireland's National airline today (Wednesday, 16th May 2007) launched a new European price war by giving away 1 million FREE SEATS - No Taxes, No Fees, No Charges, across Europe. 150,000 of these FREE seats will be available on Ryanair's Irish routes.

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No airline in Ireland beats Ryanair's fares or our passenger service. Ryanair already delivers Ireland's best punctuality, the fewest lost bags and a no fuel surcharge guarantee at six Irish airports, Dublin, Shannon, Cork, Kerry, Knock and Derry. Now we guarantee\* that Ryanair won't be beaten on fares either. If any passenger finds a cheaper fare on the same route with another airline, we will pay double the difference. Only Ryanair offers the lowest fares in Ireland - GUARANTEED.\*

Announcing Ryanair's New Price War, Deputy CEO, Michael Cawley said:

"While some airlines just talk low fares, only Ryanair delivers by guaranteeing the lowest fares. Today, we are declaring war on high fares by releasing 1million free seats, no taxes, no fees, no charges, across Europe. 150,000 of these seats will be available on our Irish routes until midnight Monday.

"We urge all passengers to log onto [www.ryanair.com](http://www.ryanair.com) today, as we expect these free seats to be snapped up in record time".

\* FIND CHEAPER THAN RYANAIR WITH ANY OTHER AIRLINE AND WE'LL GIVE YOU DOUBLE THE DIFFERENCE BETWEEN RYANAIR'S FARE AND THE COMPETITOR'S FARE. SEE [WWW.RYANAIR.COM](http://WWW.RYANAIR.COM) FOR DETAILS OF RYANAIR'S 'PRICE GUARANTEE'.

Ends.

Wednesday, 16th May 2007

Peter Sherrard - Ryanair

Pauline McAlester - Murray Consultants

Tel: 00 353 1 812 1228

Tel: 00 353 1 4980 300

### 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.

RYANAIR HOLDINGS PLC

Date: 16 May 2007

By:\_\_\_/s/ James Callaghan\_\_\_

James Callaghan  
Company Secretary & Finance Director