

Gol Intelligent Airlines Inc.
Form 6-K
April 23, 2014

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16 OF THE
SECURITIES EXCHANGE ACT OF 1934

For the month of April, 2014
(Commission File No. 001-32221) ,

GOL LINHAS AÉREAS INTELIGENTES S.A.
(Exact name of registrant as specified in its charter)

GOL INTELLIGENT AIRLINES INC.
(Translation of Registrant's name into English)

Praça Comandante Linneu Gomes, Portaria 3, Prédio 24
Jd. Aeroporto
04630-000 São Paulo, São Paulo
Federative Republic of Brazil
(Address of Registrant's 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 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

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

São Paulo, April 22, 2014 – GOL Linhas Aéreas Inteligentes S.A. (BM&FBOVESPA: GOLL4 and NYSE: GOL), (S&P: B, Fitch: B-, Moody's: B3), the largest low-cost and low-fare airline in Latin America, in association with the Ceará state government, hereby announces the launch of direct flights between Pinto Martins Airport, in Fortaleza, and Ezeiza International Airport, in Buenos Aires, beginning on May 10. GOL has 77 flights per week between Argentina and Brazil more than any other airline.

The connection was brought about by the Ceará State Tourism Department through the Draft Bill 155/2013 for the ICMS tax (state VAT) on jet fuel, after the approval by the state legislature. It reduced ICMS tax (state VAT) on jet fuel from 30% to 12%, applicable for all domestic flights for Companies that has also regular direct international flights departing from this airport. Thus, the state of Ceará stands out even more as a tourist destination for the region.

In order to offer passengers increased comfort and shorter flight times and energize international tourism between the Argentinian capital and Brazil's Northeast, the new flights will take place on Saturdays. Flight times and frequencies are shown in the table below:

Buenos Aires/Ezeiza	13h45	19h09	Fortaleza/Pinto Martins
Fortaleza/Pinto Martins	17h55	23h30	Buenos Aires/Ezeiza
Local times			

ABOUT GOL LINHAS AÉREAS INTELIGENTES S.A.

GOL Linhas Aéreas Inteligentes S.A. (BM&FBOVESPA: GOLL4 and NYSE: GOL), the largest low-cost and low-fare airline in Latin America, offers around 910 daily flights to 65 destinations in 10 countries in South America, Caribbean and the United States under the GOL and VARIG brands, using a young, modern fleet of Boeing 737-700 and 737-800 Next Generation aircraft, the safest, most efficient and most economical of their type. The SMILES loyalty program allows members to accumulate miles and redeem tickets to more than 560 locations around the world via flights with foreign partner airlines. The Company also operates Gollog, a logistics service which retrieves and delivers cargo and packages to and from more than 3,500 cities in Brazil and six abroad. With its portfolio of innovative products and services, GOL Linhas Aéreas Inteligentes offers the best cost-benefit ratio in the market.

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