

Gol Intelligent Airlines Inc.
Form 6-K
May 22, 2009

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 May, 2009

(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)

R. Tamoios, 246
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):

Press Release

**GOL Expands Sales Channels by
Opening New Stores Internationally**

São Paulo, May 21, 2009 GOL, Latin America's largest low-cost airline, is expanding its sales channels by opening brick-and-mortar stores in all international cities served by the Company. The outlets will function as points of sale and as an additional customer service channel, where customers can purchase tickets and obtain information on products and services, flight times, destinations, prices, etc.

Thanks to these new stores, we are able to offer our customers more personalized service, meeting the local needs of each country or region. We understand that we serve different communities with very distinct expectations and are committed to providing the best possible service, said Tarcísio Gargioni, GOL's vice president marketing and services. For the Company, this is also an important new channel for generating revenue.

The first outlet opened today in Asuncion, the capital of Paraguay, in the Paseo Carmelitas, a bustling shopping and entertainment complex on Avenida España, one of the most prestigious addresses in the city. In the next few months, GOL will also open stores in Buenos Aires, Córdoba and Rosário (Argentina), Santa Cruz de la Sierra (Bolivia), Santiago (Chile), Lima (Peru) and Montevideo (Uruguay), as well as Cochabamba and La Paz (Bolivia). In Bogotá (Colombia) and Caracas (Venezuela), destinations currently served by the VARIG brand, existing stores will be reorganized and moved to more convenient locations to ensure better customer service.

Additionally, the Company will expand its sales structure in each destination. In certain markets it will install outsourced Sales Promotion Representatives (SPRs), who will work with GOL to facilitate ticket sales to final customers and travel agents similar to the franchise model used by Gollog, GOL's cargo division. The cost of opening and maintaining the outlets is the responsibility of the SPRs, who will operate under the Company's Franchise Guidelines, which includes everything from brand application rules to employee training.

The new representatives will strengthen GOL's presence abroad and are part of our drive to internationalize our brands, adding value to the Company but also providing additional benefits for our customers. Our aim is to be the first and most convenient option for anyone traveling throughout South America, added Gargioni.

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About GOL Linhas Aéreas Inteligentes S.A.

GOL Linhas Aéreas Inteligentes S.A. (NYSE: GOL and Bovespa: GOLL4), Brazil's lowcost airline, offers around 800 daily flights to 49 destinations that connect all the important cities in Brazil and ten major destinations in South America. The Company operates a young, modern fleet of Boeing 737 Next Generation aircraft, the safest and most comfortable of its class, with high aircraft utilization and efficiency levels. The Company's service is recognized as the best value proposition in the market.

This release contains forward-looking statements relating to the prospects of the business, estimates for operating and financial results, and those related to growth prospects of GOL. These are merely projections and, as such, are based exclusively

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on the expectations of GOL's management concerning the future of the business and its continued access to capital to fund the Company's business plan. Such forward-looking statements depend, substantially, on changes in market conditions, government regulations, competitive pressures, the performance of the Brazilian economy and the industry, among other factors and risks disclosed in GOL's filed disclosure documents and are, therefore, subject to change without prior notice.

