

Gol Intelligent Airlines Inc.
Form 6-K
January 19, 2010

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 January, 2010

(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):

**GOL Announces Launch of
Regular Flights to Bauru**

São Paulo, January 18, 2010 – GOL Linhas Aéreas Inteligentes S.A. (BM&FBOVESPA: GOLL4 and NYSE: GOL), Latin America’s largest low-cost and low-fare airline in Latin America, began selling tickets for a new destination in its domestic route network – the city of Bauru, in the west of São Paulo state. There will be five flights per week from Congonhas Airport in São Paulo city, beginning on February 1, 2010.

“We are launching regular operations in Bauru in the wake of our success in Presidente Prudente (SP), a destination that handled around 50 passengers a day before GOL moved in and now generates more than 200 tickets per day.”, explained Constantino de Oliveira Junior, GOL’s CEO. “We expect the same GOL effect at this new destination, the 50th in our domestic network.”

The new flight leaves Congonhas at 11:30am and arrives at the Moussa Nakhil Tobias State Airport in Bauru at 12:25pm. The reverse flight leaves Bauru at 1:30pm and arrives in Congonhas at 2:22pm.

Bauru is the biggest city in western São Paulo and one of the state’s leading economic centers, with a GDP of R\$ 5.3 billion. It is 345 km from São Paulo city and has a population of around 359,500 people. The new route to Congonhas will benefit clients from the entire surrounding region by connecting them immediately with the country’s main business markets, including Belo Horizonte (Confins), Brasília, Curitiba, Florianópolis, Navegantes, Porto Alegre, Rio de Janeiro and Salvador, among others.

The table below contains more details of the new operation:

Flight	Departure	From	To	Arrival	Fares as of:
G3 1060	11:30am*	São Paulo (Congonhas)	Bauru	12:25pm*	R\$ 79**
G3 1061	1:30pm*	Bauru	São Paulo (Congonhas)	2:22pm*	R\$ 79**

* *Brasilia time*

** *The rules governing fares are available on GOL’s site (www.voegol.com).*

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About GOL Linhas Aéreas Inteligentes S.A

GOL Linhas Aéreas Inteligentes S.A. (NYSE: GOL and Bovespa: GOLL4), the largest low-cost and low-fare airline in Latin America, offers around 800 daily flights to 50 destinations that connect all the important cities in Brazil and ten major destinations in South America and Caribbean. 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. Fully committed to seeking innovative solutions through the use of cutting-edge technology, the Company - via its GOL, VARIG, GOLLOG, SMILES and VOE FÁCIL brands - offers its clients easy payment facilities, a wide range of complementary services and the best cost-benefit ratio 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 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.

SIGNATURE

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, thereunto duly authorized.

Date: January 19, 2010

GOL LINHAS AÉREAS INTELIGENTES S.A.

By: /S/ Leonardo Porciúncula Gomes
Pereira

Name: Leonardo Porciúncula Gomes
Pereira
Title: Executive Vice-President and
Chief Financial Officer

FORWARD-LOOKING STATEMENTS

This press release may contain forward-looking statements. These statements are statements that are not historical facts, and are based on management's current view and estimates of future economic circumstances, industry conditions, company performance and financial results. The words "anticipates", "believes", "estimates", "expects", "plans" and similar expressions, as they relate to the company, are intended to identify forward-looking statements. Statements regarding the declaration or payment of dividends, the implementation of principal operating and financing strategies and capital expenditure plans, the direction of future operations and the factors or trends affecting financial condition, liquidity or results of operations are examples of forward-looking statements. Such statements reflect the current views of management and are subject to a number of risks and uncertainties. There is no guarantee that the expected events, trends or results will actually occur. The statements are based on many assumptions and factors, including general economic and market conditions, industry conditions, and operating factors. Any changes in such assumptions or factors could cause actual results to differ materially from current expectations.
