

Gol Intelligent Airlines Inc.
Form 6-K
March 31, 2008

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 March, 2008

(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)

Rua Gomes de Carvalho 1,629
Vila Olímpia
05457-006 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 Launches Press Channel on IR Site

São Paulo, March 28, 2008 GOL Linhas Aéreas Inteligentes S.A. (Bovespa: GOLL4 and NYSE: GOL), the parent company of the Brazilian airlines GOL Transportes Aéreos S.A. and VRG Linhas Aéreas S.A., today launched a new channel on its Investor Relations (IR) website, www.voegol.com.br/ir, specifically designed for journalists and other members of the media .

The new press room, which is available through a unique link on the IR homepage, was designed to simplify journalists' access to company information, particularly commonly-requested details, including the Company's profile, fleet data, GTA and VRG's route networks and financial information.

A glossary of airline terms and frequently asked questions is available, as well as an image database with photos for download and press releases from GOL. There is also a quick and simple registration option for those who wish to receive real-time alerts with the latest news from the Company.

The press channel conveniently organizes the information journalists need most often. "GOL is committed to transparency and wants to be sure the information reporters need is readily and easily available," said Fabio Lobo, Corporate Communication manager at GOL.

Since simultaneously listing its shares on both the NYSE and Bovespa stock exchanges on June 24, 2004, the Company has operated a financial communications program centered on three main principles: transparency, guaranteed access to information and equal treatment of all stakeholders.

In addition to its main home page, the IR website offers five channels specifically tailored to institutional investors, individual investors, analysts, creditors and journalists.

CONTACT:

About GOL Linhas Aéreas Inteligentes S.A.

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GOL Linhas Aéreas Inteligentes S.A. (NYSE: GOL and Bovespa: GOLL4) is the parent company of Brazilian airlines GOL Transportes Aéreos S.A. (GTA, a low-cost, low-fare airline which operates the GOL brand) and VRG Linhas Aéreas S.A. (VRG, a premium service airline which operates the VARIG brand). GTA offers over 640 daily flights to 60 destinations connecting the most important cities in Brazil as well as the main destinations in South America. VGR offers over 120 daily flights to 14 destinations in Brazil. GTA and VRG operate a young, modern fleet of Boeing aircraft, the safest and most comfortable aircraft of its class, with low maintenance, fuel and training costs, and high aircraft utilization and efficiency ratios. 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 on the expectations of GOL's management. . Such forward-looking statements

depend, substantially, on external factors, besides those disclosed in GOL's filed disclosure documents and are, therefore, subject to change without prior notice.

