

Gol Intelligent Airlines Inc.
Form 6-K
December 16, 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 December, 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):

GOL Inaugurates its First VoeFácil Store

Aiming to attract Brazil's middle-class earners, the new store is located in one of Brazil's busiest regions

São Paulo, December 16, 2009 GOL Linhas Aéreas Inteligentes S.A. (BM&FBOVESPA: GOLL4 e NYSE: GOL), the largest low cost and low fare airline in Latin America, opened its first VoeFácil store today to sell GOL air tickets.

The store is located in Largo 13 de Maio, in the south side of São Paulo, a Brazilian middle-class shopping region, which has one of the city's biggest bus and subway terminals through which one million passengers pass every day, according to the São Paulo municipal government.

The stores were designed to increase GOL's presence among Brazil's new middle-class, offering air fares that are competitive with intercity bus fares. , declared Eduardo Benardes, GOL's Sales Director. Air transport reduces whole days of travel to just hours and is also considerably more comfortable, with added service quality. In addition, clients can buy their tickets in up to 36 installments, something which the bus companies cannot offer. , he added.

The store is located in Largo 13 de Maio, in the south side of São Paulo, a Brazilian middle-class shopping region, which has one of the city's biggest bus and subway terminals through which one million passengers pass every day.

With a simple layout and low cost points of sale, investments in these new outlets are exceptionally low with no impact on the Company's overall cost structure. We plan to inaugurate two more stores in 2010 as part of the initial implementation phase. , affirmed Leonardo Pereira, the Company's Executive Vice President. Brazil's air sector has enormous growth potential around 100 million people can afford to fly, but only around 10% actually do so. , he added.

This is a concrete step towards expanding GOL's presence among the new middle class. To this end, the Company's strategy combines a greater physical presence in high traffic and population density regions in Brazil's biggest cities with the introduction of new communications and marketing channels, aiming to attract these potential customers and show that *everyone can fly with GOL*. , concluded Pereira.

About GOL Linhas Aéreas Inteligentes S.A

CONTACT:

Investor Relations

Leonardo Pereira *Executive VP*

Rodrigo Alves *Head of IR*

Raquel Kim *Investor Relations*

Mario Liao *Investor Relations*

Phone.: (55 11) 2128-4700

E-mail: ri@golnaweb.com.br

Website: www.voegol.com.br/ir

Twitter :

www.twitter.com/GOLInvest

Corporate Communications

Phone.: (55 11) 2128-4413

E-mail: comcorp@golnaweb.com.br

Twitter :

www.twitter.com/GOLcomunicacao

Media Relations

Edelman (U.S and Europe):

M. Smith and N. Dean

Phone.: 1 (212) 704-8196 / 704-4484

meaghan.smith@edelman.com or

noelle.dean@edelman.com

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 49 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: December 16, 2009

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.
