

Gol Intelligent Airlines Inc.
Form 6-K
September 13, 2007

**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 September, 2007

(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 Announces Launch of Debt Exchange Offer

São Paulo, September 13, 2007 GOL Linhas Aéreas Inteligentes S.A. (NYSE: GOL and Bovespa: GOLL4), the parent company of Brazil's low-cost airlines GOL Transportes Aéreos S.A. (GTA), that operates the GOL brand) and VRG Linhas Aéreas S.A. (VRG), that operates the VARIG brand), informs that it launched yesterday the offer to exchange up to US\$225,000,000 aggregate principal amount of 7.50% Senior Notes due 2017 (the Exchange Notes) which have been registered under the United States Securities Act of 1933, as amended, for a like principal amount of the original unregistered 7.50% Senior Notes due 2017 (the Outstanding Notes). The terms of the Exchange Notes are identical to those of the Outstanding Notes. The Outstanding Notes are assigned CUSIP Nos. 38045U AB6 and G3980P AB1 and ISIN Nos. US38045UAB61 and USG3980PAB16, for the Restricted Global Note and Regulation S Global Note, respectively. The Company currently intends to list the Exchange Notes on the Luxembourg Stock Exchange.

The Exchange Offer commenced on September 12, 2007 and will expire at 5:00 p.m., New York City time on October 19, 2007, unless extended.

For more information regarding the Exchange Notes, contact the principal Exchange Agent for the Exchange Notes, The Bank of New York, Corporate Trust Operations, Reorganization Unit, 101 Barclay Street, 7 East, New York, NY 10286, tel: (212) 815-5920, facsimile: (212) 298-1915.

Documents in connection with the Exchange Offer are available at the offices of the exchange agent in Luxembourg. The exchange agent appointed in Luxembourg for these purposes is The Bank of New York at The Bank of New York (Luxembourg) S.A., Corporate Trust Services, Aerogolf Center 1A, Hoehenhof, L-1736 Senningerberg. Services in connection with the Exchange Offer will be available through the principal Exchange Agent and the exchange agent in Luxembourg, including the exchange of the Outstanding Notes for Exchange Notes.

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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: September 13, 2007

GOL LINHAS AÉREAS INTELIGENTES S.A.

By:

/s/ Richard F. Lark, Jr.

Name: Richard F. Lark, Jr.
Title: Executive Vice President Finance,
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.
