

Gol Intelligent Airlines Inc.
Form 6-K
October 19, 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 October, 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 Expands Buy on Board Service to 37 Domestic Flights

São Paulo, October 19, 2009 GOL Linhas Aéreas Inteligentes S.A. (Bovespa: GOLL4 and NYSE: GOL), the largest low-cost and low-fare airline in Latin America, announces that it is extending its buy on board service in response to client requests and following extensive market research. GOL was the first airline to implement this service in Brazil in early June.

Following the expansion, the number of flights offering buy on board products purchase has tripled. The service is now available on 37 daily flights between the cities of Belém, Brasília, Fortaleza, Foz do Iguaçu, Natal, Porto Alegre, Recife, Rio de Janeiro (Galeão/Antônio Carlos Jobim Airport), Salvador and São Paulo (Guarulhos International Airport). Clients are informed of the new facility while purchasing their tickets through GOL's website (www.voegol.com.br) or the Sales Center, when checking in for those flights offering the service and through on-board announcements. A list of the various products is given to passengers when they are boarding.

The products available for purchase are of high quality with brand names that are well-known in Brazil, and can be paid for in local currency or via credit card.

GOL would like to emphasize that the standard on-board service will continue to be offered free of charge on all its 800 daily flights. Even those passengers who choose to buy on board will receive the regular service offered to all passengers.

CONTACT:

Investor Relations

Leonardo Pereira - CFO and IRO

Rodrigo Alves Head of IR

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

Emails:

meaghan.smith@edelman.com or

noelle.dean@edelman.com

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 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.

