Gol Intelligent Airlines Inc.
Form 6-K
February 14, 2013

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 February, 2013
(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)

Praça Comandante Linneu Gomes, Portaria 3, Prédio 24
Jd. Aeroporto
04630-000 São Paulo, São Paulo
Federative Republic of Brazil
(Address of Regristrant'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 ___X___ 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 ___X___

If "Yes" is marked, indicated below the file number assigned to the registrant in connection with Rule 12g3-2(b):

São Paulo, February 14, 2013 - GOL LinhasAéreasInteligentes S.A. (BM&FBOVESPA: GOLL4 and NYSE: GOL), (S&P: B, Fitch: B+, Moody's: B3), the largestlow-cost airline in Latin America, announcesthat Leonel Andrade has been hired as Chief Executive Officer of Smiles S.A. ("Smiles"), a subsidiary of the Company.

According to Constantino Junior, hiring Leonel Andrade will add value to Smiles. Leonelhas an experience of 27 years in leading financial institutions in the retail segment. Therefore, Smiles shows its efforts towards promoting its customer loyalty program in Brazil, as well as strengthening the management and corporate governance structures, which will begin its activities with and independent structure and a high-performance and vastly-experienced team of executives."

In the last six years, Leonel Andrade served as an executive of BancoCitibank, and held the positions of CEO of Credicard(Citicard Bank)and responsible for the Retail Bank in Brazil. Previously, Leonel Andrade served as an executive officer of Visa of Brazil and CEO of Losango (HSBC Financing Bank). Andrade has degrees in Civil Engineering and History from UGF-RJ andhe completed a specialization program in Business Administration and Marketing at PDG-SP. He also concluded the Advanced Management Program at Insead - France.

"I am very excited and happy for being able to help build this company, which was born with aconsolidated trademark and a solid customer base, with more than 9 million members," Andradesaid.

ABOUT GOL LINHAS AÉREAS INTELIGENTES S.A.

GOL LinhasAéreasInteligentes S.A. (Bovespa: GOLL4 and NYSE: GOL), the largest low-cost and low-fare airline in Latin America, offers around 900 daily flights to 65 destinations in 10 countries in South America, Caribbean and the United States under the GOL and VARIG brands, using a young, modern fleet of Boeing 737-700 and 737-800 Next Generation aircraft, the safest, most efficient and most economical of their type. The SMILES loyalty program allows members to accumulate miles and redeem tickets to more than 560 locations around the world via flights with foreign partner airlines. The Company also operates Gollog, a logistics service which retrieves and delivers cargo and packages to and from more than 3,500 cities in Brazil and eight abroad. With its portfolio of innovative products and services, GOL LinhasAéreasInteligentes offers the best cost-benefit ratio in the market.

GOL Linhas Aéreas Inteligentes S.A

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: February 14, 2013

GOL LINHAS AÉREAS INTELIGENTES S.A.

By: /S/ Edmar Prado Lopes Neto

Name: Edmar Prado Lopes Neto
Title: Investor Relations 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 offuture 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 a ctually 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.