

## SKYJET DELIVERS AIR TRAVEL ON DEMAND

### *With Private Charter Business Jets*

The popularity of private jets is soaring in today's fast-paced, 24/7 business culture, and Washington-based Skyjet® (www.skyjet.com) has made charter business jets more accessible to more people traveling to more locations than ever before. The nation's first real-time online computer reservation service for booking air charter nationwide, Skyjet pioneered a new segment of the charter industry and forever changed the way companies can utilize private jets for business travel. Today, it's as simple as making an airline reservation.

Charter business jets have been around for many years, but it was a fragmented business, with many independent charter operators around the country managing



a small number of aircraft. When a broker got a request from a corporate customer, he or she would call around to various charter operators to locate a jet and crew.

Skyjet pioneered the concept of online charter reservations—which is as significant for the underlying booking engine as it is for the ability to book a reservation over the Internet. Skyjet's real-time booking engine for charter aircraft—with more than 1,300 jets—has revolutionized the industry by aggregating supply and demand and creating efficiency for travelers and charter operators alike.

Skyjet clients take advantage of the company's 1-800 Customer Care Center as often as they book online. Skyjet Founder and Chief Executive Officer Trevor Cornwell points out that Skyjet is not just about Internet technology or making a reservation online. It's about maintaining an accurate and complete inventory of private jets so, for the first time, companies and corporate travel managers can immediately find the jet they want at the price they want.

#### RESPONDING TO AN UNMET NEED

Cornwell created Skyjet after experiencing the advantages of business jet travel first hand. He saw that it spared busy executives the downtime inherent in traditional business travel—flying through hubs, coping with flight delays, waiting in airports and spending unproductive time on crowded flights. But he also noticed that business jets spend a lot of time on the tarmac.

A closer look at the business aviation market revealed the need for a service similar to commercial airlines' computer reservation systems, which enable travel agents and travel managers to view the available inventory of seats and prices and book reservations in real time.

"Skyjet responded to an unmet need in the marketplace," explains Cornwell. "The air charter industry had been technologically underdeveloped. Schedules were maintained on white boards. Brokers had to make phone calls to various operators to determine if a jet was available for a particular client. Only recently have there been innovations such as fractional ownership and booking charter online."

Cornwell expects Skyjet to ultimately result in better utilization of the nation's air charter fleet. Chartered aircraft frequently drop off passengers and return

home empty, and Skyjet is helping charter operators turn empty-leg time into revenue-generating trips.

#### BUSINESS JETS ON THE UPSWING

Business jet travel is on the rise, after getting a bad rap in the late 1980s when it was associated with excessive executive perks. In today's fast-paced business culture, with everyone trying to accomplish more with fewer people, there is a greater worth placed on executive time. A day can make a critical difference in the success of a deal or a project.

Another key trend Cornwell is increasing frustration with crowded airports, packed flights, travel delays, and inconvenient schedules as a result of the commercial carriers' hub and spoke systems. Those traveling coast to coast are probably not going to charter a business jet. But if several executives are traveling together, or if they need to touch down in two or three locations, business jets make real economic sense and can save days in travel time.

Clients often discover Skyjet when they find themselves in last-minute, emergency situations, after their traditional means of booking aircraft have let them down. Among the largest clients of air charter are companies that already own at least one aircraft. Once companies experience the business benefits of traveling on a private jet, one aircraft doesn't satisfy all their needs. But Skyjet is seeing that changing as it makes business jets accessible to firms that haven't used them before.

"If efficiency is the new currency, Skyjet is poised to meet the needs of the new business travel marketplace," says Cornwell.

#### 'PERSONAL FLEET' FOR VOLUME CUSTOMERS

In 2001, Skyjet launched Personal

Fleet™, the industry's premier travel package for on-demand charter business jets. Personal Fleet enables clients to build their own virtual fleet of business aircraft, based on their own criteria. Personal Fleet provides a customized, end-to-end travel solution, and includes preferred rate negotiation, a dedicated account manager, unlimited concierge services and accelerated enrollment in the new Skyjet Rewards™ frequent traveler program. All these services and benefits are free of charge with an annual commitment of 50 hours of flying time.

Personal Fleet is uniquely designed to respond to the travel needs of high-volume charter business jet clients—without requiring any membership fees or up-front costs.

It's designed to give Skyjet clients a valuable package of services that provides flexible, customized, high-quality charter jet travel, without down payments, multi-year commitments and other hidden restrictions.

Personal Fleet begins with establishing customized requirements for each corporate aviation or travel department, who create their own fleet based on the criteria that matter most to them—including the experience and training level of the crew, operator insurance and Q-star audit requirements, along with the type, size, age and on-board amenities of the aircraft. By pre-determining clients' flight preferences, travel needs and anticipated volume, Skyjet also works with charter operators to provide preferred pricing. Personal Fleet is designed for maximum flexibility, as clients are able to book and fly within hours.

Personal Fleet clients also have a dedicated account manager providing round-the-clock support, and unlimited access



to Skyjet's concierge services, from ground transportation and lodging, to theater tickets, gifts and other services.

Personal Fleet clients receive the additional benefit of accelerated enrollment in the Skyjet Rewards frequent traveler program at the "Silver Level" after just three flights. This tier, which normally takes 10 jet trips to achieve, offers the choice of two hours of complimentary charter travel in a small business jet, 1.5 hours in a mid-size jet, or attendance at an exclusive social event.

"With the launch of Personal Fleet, Skyjet is once again leading the on-demand charter segment with a unique program that responds to the frequent client's need for quality, reliability, customization and smart pricing," said Cornwell.

#### **SKYJET REWARDS: EARN TRAVEL, UPGRADES**

In addition to the Personal Fleet program, geared to companies and individuals flying 50 hours or more annually, the Skyjet Rewards program includes benefits for all charter clients.

Skyjet Rewards is unique in that clients can earn complimentary flight time on small, mid-size and large private jets, or they can choose to receive credit toward future participation in a Flexjet® fractional jet ownership program. Other options include complimentary enrollment in exclusive sports and recreation schools and clinics (golf, tennis and race

car driving). In addition to rewarding frequent flyers, travel planners also receive thank-you gifts at each of the three levels of participation. The program has no time limits to achieve any level of travel, and all Skyjet clients are automatically enrolled.

The initial silver level, reached after 10 trips, offers a complimentary sports/recreation event, or free flight time of 2.0 hours on a small business jet or 1.5 hours on a medium-size jet. The gold level is attained at 25 trips and offers the choice of a sports/recreation event, or free flight time—3.0 hours on a small business jet, 2.5 hours on a mid-size jet or 1.5 hours on a large business jet—or credit towards one-month of Flexjet fractional ownership management. After 50 trips, the platinum level offers complimentary enrollment in a sports/recreation event, or free flight time—4.0 hours on a small jet, 3.0 hours on a mid-size jet or 2.0 hours on a large jet—or credit towards three months of Flexjet management. In addition, clients may also donate flight time to the charity of their choice.

"The Skyjet Rewards program, which is completely unique in the industry, offers our repeat clients the opportunity to earn complimentary travel on their preferred mode of travel—namely, private business jets," said Cornwell. "Skyjet Rewards gives clients the chance to upgrade to a larger jet to make their travel even more comfortable and, for those who may be considering flexible ownership down the road, it provides a way to earn credit toward future Flexjet participation," Cornwell added.

"Skyjet Rewards has something for everyone, and Skyjet is the only on-demand charter company offering all these choices."