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## Online Booking System Tested By Jetbird

Final Launch Expected In September

Jetbird, a Pan-European, private jet airline, has begun testing an on-line booking system. This represents the first phase of the launch of the on-line flight booking system ahead of commercial launch in September, 2009.



The on-line booking system is powered by Coastal Aviation Software's real-time optimization, booking and pricing platform and by Jetbird's business and flight safety regulatory rules. It will become an end-to-end quote and booking confirmation internet-based booking service in the European private jet industry. Coastal Aviation Software (CAS) is a technology provider to the general aviation market, bringing an unprecedented, integrated real-time, low-cost scheduling, booking, pricing and optimization solution.

Customers can obtain a quote, book and pay to fly on Jetbird's website similar to existing services provided by scheduled commercial airlines. As the booking engine allows instant bookings and removes the need for intermediaries (such as brokers) thus further reducing the cost for the customer. The system also provides complete price transparency for the customer detailing all charges which may arise including the flight cost, taxes, airport charges and landing fees.

Stefan Vilner, Jetbird CEO, commented "We are delighted to unveil the first phase of our flight booking system. We are very pleased to have appointed Coastal Aviation as our partner. They provide the most cost-effective booking, scheduling, real-time pricing and optimization systems available in the market. In addition, their system can scale effortlessly as the Jetbird operation expands to 100 aircraft over the next 5 years."

Darrell McCrone, Jetbird CIO, commented "After a comprehensive due diligence process from a technical, operational and financial perspective, we are delighted to announce Coastal Aviation as our chosen partner for our booking engine and our fleet and crew optimisation systems. The Coastal Aviation system, .CHOPIN, ensures Jetbird can operate a low-cost pay-as-you-operate model and can manage our fleet, crew, and customer requirements efficiently. It supports our game-changing model showing flight availability, booking & confirmation in real-time to customers supported by an integrated online fleet & crew management solution."

Richard Kane, Coastal Aviation Software CEO and Founder, said "From the beginning, we saw great promise in the Jetbird business model. With a proven management team and a clear strategy, CAS was delighted for the opportunity to work with Jetbird to help them launch their European operations. CAS is thrilled to play such an integral role in helping Jetbird bring a true low cost private jet airline to the European market".