

Jetbird launches new Brand, Aircraft livery and Website

Dublin, Ireland, 23 April, 2009: Jetbird, the Pan-European, private jet airline, today announced the launch of its new brand, aircraft livery and website www.flyjetbird.com marking further progress towards its full commercial launch in September, 2009.

Jetbird's new brand focuses on the concept of "Creating Time". Jetbird will transform European private air travel by offering a direct, on-demand private jet service at a fraction of the current cost. Jetbird's service will be hassle-free, offering total flexibility by placing the scheduling power into the hands of the customer and, in so doing, save on the most valuable resource in the world – time. Jetbird will create time for more business or more leisure in today's busy world.

The Jetbird aircraft livery, detailed on the new website, marks a significant change to the traditional concept of the private jet. Jetbird aircraft will be unique and easily identifiable for customers and set Jetbird, and its best-in-class Phenom 100 aircraft, apart from existing, high-cost private jet operators.

Jetbird also launches a new website on www.flyjetbird.com alongside its new brand and aircraft livery. Jetbird's website will be further developed, over the course of 2009, to incorporate its on-line flight booking system and the capability to book events, package deals and other ancillary travel services such as cars and hotels. A German language version of the website will also be launched in May 2009.

Mr Stefan Vilner, Jetbird CEO, commented "We are delighted to unveil our new brand, aircraft livery and website. It marks an exciting moment in Jetbird's development and the achievement of another milestone for the company."

He concluded "Despite the current challenging market environment, we are on schedule for a full commercial launch in September 2009 with four Jetbird Phenom 100 aircraft and 10 aircraft in total by the end of 2009. In difficult operating conditions, across Europe, we will provide customers with a real alternative to existing, expensive private jet travel. Jetbird will offer the efficiency and premium comfort of private jet travel for approximately 50% of the price of that of current services, creating value and time for our customers."

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About Jetbird

Commencing operations in 2009, Jetbird will become Europe's premier private jet airline, offering a private jet experience at up to 50% less than current branded operators. Headquartered in Ireland, JetBird will operate a fleet of best-in-class Embraer Phenom aircraft based at a number of demand centres around Europe and will transform European private air travel by offering on-demand private jet charter at a price that offers true value for money. Jetbird will provide direct, affordable private travel to individuals and companies and vastly improve on the current time, expense and inconvenience of today's commercial airline offering.

Images of new JetBird Livery

