

## Jetbird launch on track

### Jetbird launches first phase of flight booking system

**Dublin, Ireland, 7<sup>th</sup> July, 2009:** Jetbird, the Pan-European, private jet airline, today announced the launch of its test on-line booking system on its website [www.flyjetbird.com](http://www.flyjetbird.com). This represents the first phase of the launch of the on-line flight booking system ahead of its full commercial launch in September, 2009.

While most scheduled commercial airlines currently offer an internet based, real-time booking service, no existing European private jet operators, whose services are by their nature unscheduled, provide such a service. Instead, only web based quoting services are provided while booking must be completed on the phone or via an intermediary.

Jetbird's new flight booking system "creates time" by offering customers access to a stress-free, efficient, real-time flight reservation service. Customers can currently obtain a quote, and upon commercial launch will be able to make a booking and payment on Jetbird's website within minutes. Similar to existing services provided by scheduled commercial airlines, the booking engine allows instant bookings. This removes the need for intermediaries, further reducing the cost for the customer. The system also provides complete price transparency for customers by detailing all charges which may arise including taxes, airport charges and landing fees.

#### Low cost carrier experience meets private aviation

Jetbird's on-line booking system is developed in conjunction with Coastal Aviation Software's ("CAS"), sophisticated real-time booking and pricing platform. In conjunction with CAS, Jetbird will provide customers with the first internet-based end-to-end quote and booking confirmation service in the European private jet industry. CAS is a leading technology provider to the general aviation market, bringing an unprecedented, integrated real-time, low-cost scheduling, booking, pricing and optimisation solution to the market.

Stefan Vilner, Jetbird CEO, commented *"Jetbird is thrilled to unveil the first phase of our revolutionary flight booking system which will ensure ease of booking for our customers. We are very pleased to partner with Coastal Aviation Software in developing the most cost-effective booking, scheduling, real-time pricing and optimisation systems in the market. In addition, the system can scale effortlessly as the Jetbird operation expands to 100 aircraft over the next 5 years."*

Darrell McCrone, Jetbird Chief Information Officer, commented *"The system, 'CHOPIN', ensures Jetbird will operate a low-cost, pay-as-you-fly model minimising fuel burn and environmental impact whilst maximising customer satisfaction and fleet availability. 'CHOPIN' is fully integrated with all business functions showing flight availability, booking & confirmation in real-time to customers supported by an integrated online fleet & crew management solution. Fundamentally, the system fits into a SOA ("Service-Oriented Architecture") which will ensure Jetbird can adapt to changing market conditions during its rapid growth."*

Richard Kane, Coastal Aviation Software CEO and Founder, commented *"From the beginning, we saw great promise in the Jetbird business model. With a proven management team and a clear strategy, we were excited to work with Jetbird in supporting their launch in Europe and bring a true low cost private jet airline to the European market"*.

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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.

**About Coastal Aviation Software**

Coastal Aviation Software ("CAS") provides the most sophisticated *and* lowest cost, end-to-end, real-time scheduling and optimization software and passenger-facing booking engine for the general aviation market, serving both the existing charter air service market and the rapidly emerging air taxi industry worldwide. More importantly, CAS' patented system, known as **CHOPIN** (*Charter Optimization and Integrated Network*), allows carriers throughout the highly fragmented general aviation industry to connect to one another, enabling the entire industry to handle more passengers, more profitably.

CAS was founded and is led by telecom entrepreneur and aviator Richard Kane. In addition to building a successful telecom software company, Richard is an expert in optimization and artificial intelligence and holds numerous patents on the topics. Richard is also a commercial instrument-rated pilot and holds 7 world aviation speed records. CAS' Board of Directors includes veteran airline executive Philip J. Bakes, serial entrepreneur and personal space flight pioneer Dr. Peter H. Diamandis and Dale Klapmeier, Co-founder and Vice Chairman of Cirrus Design.

For more information about Coastal Aviation Software, please visit our website at [www.coastalaviationsoftware.com](http://www.coastalaviationsoftware.com) or call us at +1.561.239.7068 or +1.703.969.0118.

## JetBird | Aircraft Images

