

## Jetbird milestone ahead of Autumn launch

JetBird, Domhnal Slattery's start-up air taxi firm, has reached a major milestone ahead of its September take-off with the launch of its new brand, aircraft livery and website.

Jetbird promises to transform European private air travel by offering a direct, on-demand private jet service at a fraction of the current cost.

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.

The airline taxi's website - flyjetbird.com - will be further developed over the course of 2009 to include 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.

Stefan Vilner, Jetbird chief executive, said full commercial launch is on schedule.

"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 50pc of the price of that of current services, creating value and time for our customers