## PRESS RELEASE

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## **JETNET Complements Helicopter Products With New Services**

UTICA, NY – JETNET LLC, the world leader in aviation market intelligence, is attending this year's HAI Heli-Expo 2012 in Dallas, Texas and is featuring a new complement to their comprehensive global database of piston and turbine helicopters: an aviation-tailored customer relationship management system, JETNET CRM. They will also be demonstrating new graphical Views and add-ons to their Evolution software at the show, which runs from February 12<sup>th</sup>-14<sup>th</sup>. JETNET will be in booth #9763.

"Every year we improve the breadth and reliability of our comprehensive helicopter database," said Vincent Esposito, JETNET President. "Now we're adding products to give our customers new and better ways to manage their information and clients."

JETNET CRM is the only customer relationship management program that comes fully integrated with JETNET's database, and is designed exclusively for aviation professionals. "Aircraft brokers, dealers, finance companies, insurers and virtually every professional aviation service provider can instantly access the entire JETNET worldwide database of aircraft owners and operators," said Paul Cardarelli, JETNET Director of Sales and Marketing. "You can add and organize your own contact information to develop your own exclusive combined database, then explore the wide range of JETNET CRM's features and functions to manage your sales and marketing efforts." JETNET CRM is available to JETNET Evolution subscribers only, for an additional fee.

The company will also be featuring several new Views, graphical user interface options, in their flagship Evolution product. Each View is a one-screen summary of relevant data for a specific user or purpose. The Operator Summary View displays the top 100 worldwide operators by the volume of their operated fleet and the number of their leased aircraft. It also includes a summary of the Top 100 operated aircraft models. The Charter Intelligence View displays worldwide Charter companies, and for each includes the volume of their fleet, their Aircraft Operator Certificate, IS-BAO certificate and ratings of independent auditors. The View also includes an optional breakdown by country, as well as by aircraft make/model. Both of these new Views are available free of charge as part of the Evolution product. The third new View is an option available to JETNET subscribers for a nominal additional fee, their SPI (Sales Price Index) View. SPI presents actual retail sales price data on aircraft in a series of charts and graphs, compiled to provide users critical marketplace intelligence.

In addition to new Views, Evolution subscribers will now have the ability to export Aircraft Specification Sheets to Microsoft Word. From any JETNET Aircraft record there are two options to create a Word Document, Research Spec Sheet (JETNET for Windows Specification) and Full Page Spec Sheet. Choosing Word will allow users to take the custom specification sheets directly from Evolution to MS Word.

Users will also be able to expand their options for accessing their accounts. JETNET is implementing several major improvements to its software interface this year, including a new login protocol, and new platform and browser compatibility. The new login protocol allows users to access their accounts from



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any PC, where previous versions only allowed access from their originating computer. JETNET is currently migrating all subscribers to the new protocol. The company is also working to make their software both Mac-platform and alternative-browser compatible by April 1<sup>st</sup> of this year. The moves signal the growing importance of cross-platform services, and the desire of consumers to access information from any location or device.

"These interface improvements are just what our customers are asking for," added Paul Cardarelli. "Greater flexibility and portability of our service, with access from any PC or Mac device, from any location. They'll allow our customers much greater use of our services, and give them yet another competitive advantage."

JETNET is inviting Heli-Expo attendees to learn more about their new products and services at their booth #9763 at this year's show.

For more than 20 years, JETNET has delivered the most comprehensive and reliable business and commercial aircraft research to its exclusive clientele of aviation professionals worldwide. In 2004, JETNET acquired Aviation Data Services, Inc. (AvData), founded in October 1966. JETNET is the ultimate source for fleet and marketplace information and intelligence. The company offers services for aviation professionals over the full spectrum of business and commercial aviation, including business jets and turboprops; fixed wing and helicopter aircraft; and commercial airliners; as well as management and networking tools for business aviation professionals and executives. Headquartered in its state-of-the-art facility in Utica, NY, JETNET provides multichannel access to real-time, user-friendly, comprehensive aircraft data.

For more information on JETNET LLC log on to <u>ietnet.com</u> or contact Paul Cardarelli, JETNET Director of Sales and Marketing, at 800-553-8638 (USA) or <u>paul@jetnet.com</u>; International inquiries, contact Karim Derbala, JETNET Exclusive Agent, EMEA, at 41.0.43.243.7056 or <u>karim@jetnet.com</u>;

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