

PRESS RELEASE

Date: October 13, 2009
For Immediate Release

JETNET To Offer New SMS Text Messaging Service For Evolution Customers

UTICA, NY – JETNET LLC, the market-leading aircraft research and information provider, will be launching a series of improvements to their flagship software interface, Evolution, at this year's National Business Aviation Association (NBAA) Convention in Orlando, Florida. Their latest announcement details a new SMS Text Messaging service for subscribers to receive instant notices when model or market updates are made to JETNET's database. The messaging service, like other recent improvements, will be offered free of charge to existing clients.

Lucia Frontera, JETNET's Director of Research, is proud of the new features her firm is adding to their already popular Evolution product. "This is a necessity for users waiting for a specific make and model to be listed on the market for sale," she says. "They now have a new tool at their disposal. Buy and sell decisions can be made with the most current and timely information. Our clients often want instantaneous access to information, and we've created a way for them to get it."

David D. Cruger, JETNET's Manager, Technical Operations, believes there is no faster way to get market information. "Evolution now allows users to sign up for market updates," he says. "They're broadcast directly to their cell phones as text messages, within moments of when they're updated in our own database. Our researchers receive the information, and enter it into our information pool. That's when it first becomes available as digital information. Evolution subscribers get the notice only moments later, and can act on it immediately. This is the most accurate and up-to-date information available anywhere, and you couldn't get the information faster without researching it yourself." Text messages are sent as informational updates only, without proprietary data—just notices, so subscribers can find details online at their convenience. An example text message:

CITATION XLS G-PKRG For Sale \$7,595,000 Boardman Aviation, Ltd. 315-555-4321 Paul Boardman

The service allows users to select up to 10 makes and models on which to receive updates. Models can be added or removed from your list at any time.

"We've made signing up for our new text messaging service easy, fast, and available as often as you need it," added Frontera. The preferences page on their website allows users to simply enter a cell number, service provider and the makes and models they want to monitor to activate the service. It can be cancelled at any time by deselecting the service on the same page, and allows subscribing and unsubscribing as many times as desired. Surprisingly, it's all included in users' Evolution subscription, at no extra cost.

In addition to Text Messaging, Evolution also gives users the option to sign up for email alerts. These can be set up with user-specified triggers, so custom-content messages are received in email the moment new information is posted to Evolution's database. Options include alerts for changes in asking price, changes in ownership, recent transactions and more, by make, model, and even specific tail numbers. Users can even make their own queries to the Evolution database to request information remotely, and have that information immediately sent to their laptop, iPhone, BlackBerry or any other device that can receive emails.

—MORE—



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Worldwide leader in aviation market intelligence.

JETNET is adding the new Text Messaging service as part of a series of major feature upgrades to their existing Evolution service. They recently announced the addition of new summary “Views” which gather widespread model or market information into convenient tables, graphs and charts for easy viewing.

To help launch the new product extensions, JETNET has produced a series of short instructional films they call “InFlight Videos.” These videos, most of which are less than two minutes long, explain the basic features of the new Text Messaging service, an overview and several of their most popular Views, and other new features on which JETNET will be releasing information before the NBAA Convention. The InFlight Videos will be shown at the NBAA as well, and shared on JETNET’s website.

“Our subscribers will still have direct access to the growing body of extensive, detailed aircraft and market information they’ve always had with Evolution,” says Lucia Frontera. “Information such as aircraft available for sale, wanted aircraft, historical data, financial trends and summaries, operating costs, performance specifications and STAR Statistical Analysis Reports is always easily accessible to our customers.”

“Our products aren’t the only thing improving,” adds Karim Derbala, JETNET’s Exclusive Agent, EMEA (Europe, Middle East and Africa). “Evolution requires interacting with your environment, and our clients are worldwide. That’s why we’re excited about the new and easier ways we’ve created to share information, and allow our customers to tell us what’s on their minds. We’re launching our online blog, The JETSTREAM, at jetstreamblog.com, and sharing news on Twitter at twitter.com/JETNETLLC. Our followers, no matter where they are, can stay on top of market information and breaking news that affects our business and our industry. They’ll learn about it first, and it gives them the chance to share their opinions and information with us and everyone who follows us. Together, we’re evolving and building a stronger industry.”

JETNET will be offering demonstrations of their new Text Messaging to NBAA Convention attendees at their booth, #2950, from October 20-22 in Orlando, Florida.

Since 1988, JETNET has delivered the most comprehensive and reliable business aircraft research to its exclusive clientele of aviation professionals worldwide. JETNET is the ultimate source for information and intelligence on the worldwide business aircraft fleet and marketplace, comprised of some 60,000 airframes. The Company offers services for both fixed wing and helicopter aircraft. Headquartered in its state-of-the-art facility in Utica, NY, JETNET offers comprehensive user-friendly aircraft data via real-time internet access or regular updates.

For more information on JETNET LLC log on to www.jetnet.com or contact Paul Cardarelli, JETNET Director of Sales and Marketing, at 800-553-8638 (USA) or paul@jetnet.com, or for international inquiries, contact Karim Derbala, JETNET Exclusive Agent, EMEA, at 41.0.43.243.7056 or karim@jetnet.com.

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