

PRESS RELEASE

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For Immediate Release

JETNET Announces *Launch Customer* for Platinum-Level JETNET iQ Advisory Service

UTICA, NY – JETNET LLC, the world leader in aviation market intelligence, announced that Cessna Aircraft Company has signed on as the launch customer for JETNET iQ, JETNET’s premium advisory service. Cessna, a Textron, Inc. (NYSE: TXT) company, is the world’s leading general aviation company and the largest commercial volume manufacturer of business aircraft, with over 6,100 Citation business jets delivered.

As a Platinum-level subscriber to JETNET iQ, Cessna has access to the full range of database details, including quarterly “state of the industry” reports and the ability to insert unique questions into JETNET iQ’s Global Business Aviation Surveys. These surveys, at the heart of JETNET iQ, have attracted more than 1,300 responses from turbine fixed-wing owners and operators in almost 60 countries since January 2011. JETNET iQ surveys, now distributed in 7 languages, monitor business aircraft purchase and selling intentions, purchase criteria and inhibitors to purchase, aircraft utilization patterns and intentions, airframe and engine brand reputations, emerging brands, and desired product improvements.

“We are very pleased to have Cessna as the launch customer for the Platinum-level service of JETNET iQ,” said Vincent Esposito, JETNET President. “Our two organizations have worked together for many years, and we are delighted to be in a position to support Cessna’s needs for the latest market intelligence to navigate in these uncertain times.”

“JETNET has been a reliable partner through the years,” added Mark Paolucci, Cessna Senior Vice President, Sales. “We are constantly looking at ways to better serve our customers and identify and capture new business, and JETNET iQ provides us with fresh insights that are unique, timely, and actionable.”

JETNET iQ’s Q2 2011 Report was completed and delivered to Cessna in July. The Q3 2011 Report is scheduled for completion and delivery in September, prior to the annual National Business Aviation Association (NBAA) Annual Meeting Convention & Exhibition in Las Vegas, NV on October 10-12, 2011.

Paul Cardarelli, JETNET Director of Sales and Marketing, said, “JETNET and Cessna share a common purpose—serving the needs of business aviation with the best products and services available. We’re thrilled to extend our business relationship to include the highest-level of JETNET iQ subscription.”

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Worldwide leader in aviation market intelligence.

Available on a members-only basis, JETNET iQ is a premium advisory service, and the latest in JETNET's spectrum of products and services designed to help customers "Know More." JETNET iQ has three main elements:

1. JETNET iQ REPORTS are the definitive analytical reference for the business aviation industry, incorporating quarterly state-of-the-industry analyses, voice-of-the-customer insights, and detailed demand forecasts. JETNET iQ Reports are prepared quarterly, with four main sections: the economy, the industry and competitive situation, the JETNET iQ Global Business Aviation Survey, and the JETNET iQ 10-Year Delivery and Fleet Forecast.
2. JETNET iQ SUMMITS provide unique networking conferences for thought-provoking, independent insights into the state of the industry, and results from JETNET iQ's latest surveys and forecasts.
3. JETNET iQ CONSULTING serves the needs of members with customized research and analysis requirements on a project-by-project basis.

Since 1988, JETNET has delivered the most comprehensive and reliable business aircraft research to its exclusive clientele of aviation professionals worldwide. JETNET's portfolio of services includes JETNET iQ, JETNET Evolution, AERODEX, Aviation Business Index (ABI), AvData, JETNET CRM, Helidex, Rotodex and JETNET Evolution Mobile. 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 iQ, log on to www.jetnetiq.com or contact Rolland Vincent, JETNET iQ Creator/Director at 972-439-2069 or rollie@jetnet.com. For more information on JETNET LLC log on to jetnet.com or contact Paul Cardarelli, JETNET Director of Sales and Marketing, at 800-553-8638 (USA) or paul@jetnet.com; International inquiries, contact Karim Derbala, JETNET Exclusive Agent, EMEA, at 41.0.43.243.7056 or karim@jetnet.com

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