

PRESS RELEASE

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For Immediate Release

JETNET To Launch New “Views” For Evolution At NBAA Convention

UTICA, NY – JETNET LLC, the market-leading aircraft research and information provider, will be launching a series of enhancements to their flagship software interface, Evolution, at this year’s National Business Aviation Association (NBAA) Convention in Orlando, Florida. The biggest change is a set of “Views,” or summary pages, that gather data points from throughout the Evolution program and compile these into single screens of well organized lists, graphs and tables for easy assessment of marketplace status and trends. Subscribers to JETNET’s service can choose from a variety of Views, depending on their industry profession and particular needs. JETNET subscribers will receive the Views package free of charge as an interface overlay to their existing Evolution service.

JETNET President Vincent Esposito believes the new features will further solidify his company’s position as a service leader in the field. “We asked our clients what they wanted most,” he says. “They answered, and the results are in our new services and features. We don’t believe in resting on our laurels. We never stop learning, getting smarter, and finding ways to know more than your competition. So we’ve come up with even more ways for our clients to use JETNET Evolution to stay one step ahead of theirs.”

The Views package complements the popular Evolution interface rather than replacing it. Existing JETNET clients should adapt easily to the new interface, with virtually nothing new to learn. JETNET is confident that the Views will greatly simplify their work as well. Where previously subscribers searched multiple modules of the Evolution interface to gather data on one aircraft or market, now all the relevant information is presented at a glance in the Model Market Summary View. Aircraft top-level information, market conditions, and history are all provided there and updated as often as once a minute, for Live service customers, via the JETNET web-based network. Links display an aircraft’s time on market, service history, photos, avionics, detailed specifications, financial documents and more, and select JETNET STAR—**Statistical Analysis Reports**—data tables are now included for in-depth presentation of market and fleet dynamics. “Our clients can make decisions more quickly and easily,” adds Esposito, “to get the edge they need in today’s marketplace.”

Diane Levine-Wilson, Director of New Business and Product Development, knows this market well. She is a fairly recent addition to JETNET’s team, but has worked in the field for many years. She founded her own company, JETNET competitor AMSTAT, and sees the new improvements as game-changers. “There’s no reason to use another service when you have all this information in one place,” she says. “This makes it easy for people to decide.

Paul Cardarelli, JETNET Director of Sales and Marketing, regards the Views package as a major advancement in how aircraft sales professionals can go about their work. “It is both a critical and painstaking process for an aircraft dealer or broker to do their client the due diligence of proper, thorough research of a particular aircraft or market,” he says. “Evolution with the Views feature will make that a far simpler task.”

To help launch the new product extensions, JETNET also 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 most popular Views, a new Text Messaging service, and other new features on which JETNET will be releasing information in coming weeks. The InFlight Videos will be shown at the NBAA as well, and shared on JETNET’s website.

All of the new Views still give users direct links to extensive, detailed aircraft and market information to which they already have access via JETNET’s Evolution product, like Aircraft Wanted and For-Sale, Financial Trends and Summaries, Operating Costs, Performance Specifications, Histories, detailed Aircraft Information and STAR Statistical Analysis Reports.



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“In addition to new features,” Esposito says, “JETNET as a company is evolving in ways to better reach, and get feedback from, our clients and potential clients. We already have a Twitter account at twitter.com/JETNETLLC, and will be posting breaking industry news and asking for feedback on our online blog, The JETSTREAM, at jetstreamblog.com. We want to be a primary source for aircraft industry news and information.” Esposito knows that better communication improves any company’s service, and hopes the new technologies make it even easier for JETNET’s followers to stay in touch. “Our customers are our best source of feedback and information,” he adds. “We’ll continue to improve our products and services to meet their needs.”

JETNET will be offering demonstrations of their new Views 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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