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**Privatefly offers an alternative route for business travellers
– Private aviation offers businesses time and cost savings –**

Business travellers who are increasingly frustrated with the hassles of flying via 'low-cost' and even regular airlines, may be surprised to hear that chartering their own aircraft, using online price comparison, could save their companies both time and money.

Scheduled flights bring with them the added pressures of wasting valuable business time at the airport, and checking baggage in and out. For today's time-starved business executive, private aviation's 'hassle-free' and seamless' nature seems a much more feasible option.

Adam Twidell, founder and director of PrivateFly, comments: "Many people believe that private aviation is a luxury afforded by the very wealthy. But – if carefully planned and researched – it can bring significant time and cost savings, key for business in today's economic climate.

"By chartering their own private jet, senior business executives can rest assured that they can arrive for the flight at a time to suit them, and avoid any airport queues. They also have the added advantage of being able to work whilst on the plane, in a relaxed and private environment. Should their meetings overrun, or finish early – the private jet can depart when they want it to.

"Private aviation shouldn't necessarily be viewed as a luxury but an integral part of the business travelling experience."

Charter, as opposed to fractional ownership or hourly card schemes, offers utmost flexibility at the most cost effective hourly rates, with no upfront financial commitments.

With PrivateFly, you can compare and book online, just as easily as with scheduled airlines. The whole experience is arranged on the clients' terms, through its easy and comprehensive online booking system, which offers instant and accurate price estimates for any global trip, not to mention personal VIP handling from start to finish.

PrivateFly is an online private jet booking network backed up by an expert offline customer service team who work 24 hours a day, seven days a week. It is the only online booking network of its kind in Europe, offering access to over 2700 private jet operators, with a combined global fleet of more than 7000 aircraft.





The online platform allows clients to view quotes from relevant operators, giving them ultimate flexibility and a highly competitive rate. Clients can either book their chosen flight online or speak to one of the expert team who can make all the arrangements over the phone or by email, ensuring a quick, easy and transparent service. Not only that, but PrivateFly also manages the flight post-booking, to ensure consistency and excellent customer service, no matter which operator the customer chooses.

For further information, please contact PrivateFly at www.privatefly.com, or by calling 01747 642777.

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Case Study – Business Travellers

PrivateFly recently flew a sales team from a Surrey-based pharmaceutical company, who were on a very tight schedule to meet with several European suppliers. They ideally wanted to have three meetings in the same day – in Paris, Flensburg and Edinburgh – and it was important for them to minimise time away from the office. They considered both scheduled airlines and private charter to weigh up their options:

Savings with PrivateFly:

1. Nearly 30 hours in time
2. £1790 (based on scheduled business-class fares versus cost of a small, 6-seater jet)
3. Resource – senior executives would lose over one working day in travelling time with scheduled airline option.
4. Work/life balance – executives are home within the usual working day
5. Time in the air – executives could have secure and private on-board meetings whilst travelling to each of their meetings
6. Hassle-free, no stress, VIP catering

Notes to editors

About PrivateFly:

PrivateFly is an online booking network that makes it quicker, easier and more cost effective to arrange private jet charter.

With over 2700 operators registered worldwide, PrivateFly is the only online aggregator for Private Jet charter in Europe.





PrivateFly combines online efficiency and transparency with offline expertise to offer a full-service VIP charter service to direct customers and partners. The bespoke software has been created in-house specifically to meet the needs of charter customers and operators.

PrivateFly won a travel Industry "Dragons Den" in May 2008, voted 'most innovative travel company of 2008' by the audience of travel Industry delegates and Investors.

Founded in 2007, the company is based in St Albans, Hertfordshire and has plans to expand within Europe and selected international markets in 2010.

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