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**PrivateFly.com bags double award win
– Online private jet network recognised for its innovation
by two coveted business award schemes –**

Online private jet platform, PrivateFly.com, continues to go from strength to strength after winning two business awards last month.

The awards are Smarta's Top 100 small businesses for 2010, and the Best Business Awards, in which PrivateFly was announced as winner of the 'Best Innovation' category. Each of the awards recognise the company's innovative approach to the private jet booking process.

The Smarta 100 recognises the UK's smartest small businesses that have gone the extra mile to differentiate themselves from others in their market or found clever ways to compete. PrivateFly.com was chosen as a winner of the inaugural 'Smarta 100' by a judging panel including Dragon's Den's Deborah Meaden and other leading entrepreneurs, such as Bebo founder Michael Birch. The judges commented:

"PrivateFly looks set to change the way the industry operates. It gives consumers much better deals and more transparency. It also simplifies the technical issues that are involved in scheduling private jets."

The Best Business Awards attract entries from across all sectors, from large international PLCs and public sector organisations, to dynamic and innovative SMEs. PrivateFly.com was the only travel company to win across all categories. Commenting on the win, chairman of the judges Andrew Areoff said:

"The way the founders of PrivateFly have identified and exploited the niche market for private jet charter is admirable. This well thought through and executed proposition should establish itself as the market-leading brand in the sector as it continues to grow and develop and as customer budget restrictions ease as we move out of recessionary times."

Carol Cork, PrivateFly's sales & marketing director, added: "We were especially pleased that both of these awards recognise the team's innovation, as this is the cornerstone of our business strategy."

"As PrivateFly continues to evolve, we are looking at new ways of streamlining the private jet booking process for our travel trade partners. Customer choice and transparency have been transformed by the internet in nearly all other markets, PrivateFly aims to bring the same online efficiency to private jets."



PrivateFly.com is an innovative online booking network for private jet charter, bringing together private jet customers and travel trade partners with over 2700 global charter jet operators. The service uses bespoke software to provide accurate price estimates for any global flight and allows users to compare prices and book online – while giving aircraft operators a free marketing network for their aircraft.

PrivateFly.com works with selected travel trade partners on a commission-share basis, offering instant private jet pricing and online tools such as a global airfield finder. Its partnership offering includes a full white label solution and embedded functionality.

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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.

In February 2010 PrivateFly launched the world's first iPhone application to provide instant private jet pricing on a mobile phone.

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

For further information, interviews or imagery, please contact:

Katrina Suppiah/Lisa Whiting

Publicité Ltd

T: 020 8543 6582/M: 07809 028711

E: k.suppiah@publicite.co.uk/l.whiting@publicite.co.uk