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Private jets go mobile
– PrivateFly launches new iPhone application, providing instant private charter quotes –

It's a must-have tool for the discerning traveller – the ability to arrange a private jet from your mobile phone. Online private jet booking platform PrivateFly.com has launched an iPhone application, free to download, which allows you to enter trip details and then receive an immediate private jet charter estimate. It's the world's first application to provide private jet pricing on a mobile phone.

The mobile phone user simply enters departure and arrival information together with their dates and can search locations by airfield name or city. A price estimate appears on-screen in seconds, with a choice of aircraft. Aircraft specifications are provided, including high resolution photos, and the estimated price is calculated by PrivateFly's bespoke software, giving a highly accurate indicator of the final price*.

With one touch, the user can then request a detailed response which automates an email request to multiple charter operators who then bid for the trip. The user can opt to receive details by email or request that the PrivateFly team call back. The booking process is straightforward and – if required – the flight can be in the air a matter of hours!

Adam Twidell, founder and director of PrivateFly.com, comments: "Our aim has always been to streamline the private jet booking process and our iPhone application now takes this to a new level. Our clients are busy people so it is hugely exciting to launch an application that gives them the ability to start booking private jets directly from their mobile phones.

"This is the only iPhone application which gives immediate private jet prices and will be an indispensable tool for business or frequent travellers. We're now working at product enhancements, which will give our clients even greater choice and control over how they book a private charter flights."

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

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Notes to editors

PrivateFly's bespoke pricing software gives instant and accurate market prices for private jet charter. The first of its kind, this calculates a multitude of factors including: hourly aircraft prices, distances, landing fees, fuel and crew costs, positioning time from aircraft homebase. PrivateFly has now adapted this software for iPhone use.

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 throughout 2010.

For further information, screen grabs, or to trial the app, then please contact:

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