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PrivateFly and Luxury Travel join forces
– Online booking engine for private aviation signs partnership with premium travel site –

Following the launch of its white label solution to the travel trade, PrivateFly.com, the unique online booking engine for private aviation, today announces a partnership with premium travel site LuxuryTravel.com.

The partnership allows LuxuryTravel.com's discerning users to benefit from PrivateFly's 'quick quote' facility embedded within their site, giving immediate and accurate private jet estimates for any global trip. Users can then choose to click through to PrivateFly.com to submit their flight request to all relevant aircraft operators worldwide. Users can compare their options, complete their booking online or by phone, with PrivateFly's expert team available 24/7.

Director of LuxuryTravel.com, Brian Tickle, comments: "LuxuryTravel.com is delighted to be working with PrivateFly to provide our customers with the very best choice and great deals, making hiring a private jet easy and affordable. We're excited to be able to add private jet pricing to our online offering as part of our website re-launch. More and more of our clients are considering private jet charter - rather than enduring airport security delays and lengthy ground transfers.

"We believe PrivateFly's service is a natural complement to our own – offering exciting online functionality for the discerning traveller, backed by genuine expertise and exceptional service levels. We're looking forward to a fruitful relationship for all concerned".

Adam Twidell, founder and director of PrivateFly, adds: "This is an exciting partnership, allowing us to increase our reach to the luxury leisure traveller. And, we are exploring further such opportunities.

"Many people believe that private aviation is for business people but an increasing number of our clients now use PrivateFly for holidays or celebrations. The commercial airline experience, even when all goes smoothly, is at odds with a carefully-chosen, luxurious holiday. A private aircraft offers luxurious comfort and privacy together with no delays or hassles – and, what's more, in some cases the cost per seat can even be comparable with business or first class".

PrivateFly.com costs for luxury travel deals:

- **Weekend in Scotland** – From £3300*, seating 6-8 in a turboprop KingAir aircraft for a 2-night stay.



- **Three-night break in Majorca** – From £9100*, seating 4-6 in a small jet.
- **Week in Marrakesh** – From £28,800*, seating 6-8 in a medium jet aircraft.

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.com provides instant and accurate estimates for any global private jet flight. All prices are market estimates calculated February 2010 from a London airfield. Prices are subject to availability at time of booking.

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

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