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Privatefly launches white label solution to global travel partners

- **Private aviation specialist offers travel players lucrative revenue sharing opportunities**
- **Partners with travel companies including Grosvenor Travel Management and JMS Events & Services.**
- **Travel companies given a hassle-free way-in to the burgeoning private jet sector**

PrivateFly, www.privatefly.com, the unique online booking engine for private aviation charter, has launched a white label solution to global travel partners. This new opportunity supports PrivateFly's existing partnership offering which includes online content and tools, backed by experienced offline customer service – enabling partners to offer a trusted private charter service to their client base with minimal workload.

The company has recently partnered with JMS Events & Services, a luxury travel provider, who has just launched a white-label of PrivateFly's platform. Another recent partnership is with Grosvenor Travel Management, the corporate travel agent, where PrivateFly works as its private aviation charter supplier. Fin Jordan, VIP Account Director at Grosvenor Travel comments: "PrivateFly has made our lives easier and reduced the workload involved in researching and booking a charter flight for our top clients."

PrivateFly is an online platform for comparing and booking private aviation charter, worldwide. Its booking engine provides a price comparison for aircraft charter, making it quicker, easier and more transparent for partners and their customers. The company's mission is to bring about exciting change in the private jet sector, with the aim of transforming brokering via the internet, and unifying the highly fragmented market. For operators, PrivateFly is the only free marketplace to advertise their aircraft and find new customers.

Through its white label solution, the private aviation specialist will offer global travel companies, including luxury travel operators, corporate travel groups, yacht brokers and concierge groups lucrative revenue sharing opportunities. As part of PrivateFly's comprehensive offering, Partners will now be offered the chance to white label the unique platform to their brand, so clients can book private aviation directly via their website. There is no cost to the partner and the workload is minimal, as the PrivateFly team undertakes all product integration, and manages the booking process. The partners' clients will be provided with one search, online pricing, market comparison and a full VIP charter service. And, where a client relationship is primarily on an offline basis, the PrivateFly team will provide partners with comprehensive support.

Commenting on the white label solution, founder and director of PrivateFly, Adam Twidell, said: "We are thrilled to be formally launching our white label proposition to the travel



sector. This is a step-change for our industry, and the chance for travel players, who may not have otherwise had the opportunity, to play a part in the exciting world of private aviation.

“White-labelling has proven to be a real success in the travel sector, and we see no reason for private aviation not to go the same way. We have high hopes, and are already garnering interest from companies across the world.

Jean-Marc Meuret CEO of JMS Events & Services, which has recently launched their white-label with PrivateFly, added "The white-label partnership with PrivateFly is now adding unique content and functionality to our website. We already white-labelled other travel products, and now a private jet booking platform is a very exciting additional to our customer offering".

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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.

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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