



## OneSky Jets Guarantees Members a Price Ceiling for On-Demand Private Jet Travel

### New Pre-Paid Membership Program Offers VLJ Options With Guarantee That Price Will Never Exceed a Given Ceiling

ORLANDO, FL -- (MARKET WIRE) -- October 17, 2006 -- OneSky Jets ([www.OneSky.com](http://www.OneSky.com)) introduced a pre-paid membership program that guarantees a maximum hourly rate for on-demand private jets, including very light jets (VLJ)s, effectively locking in a ceiling price on a traveler's Occupied Hourly Rate. "This revolutionary program challenges conventional practices, as it guarantees that our price will never exceed a given ceiling for private jets and it is the first program that will incorporate very light jet (VLJ) options," said Greg Johnson, CEO/President of OneSky Jets.

"What distinguishes Latitude Membership from traditional jet membership programs is the concept of a maximum occupied hourly rate -- an occupied hourly rate that can only go down," said Johnson.

Latitude Membership is the first pre-paid flight card that offers VLJ (in 2007) and turbo prop options, in addition to conventional private jets. With a single deposit of \$100,000, Latitude Members gain access to over 1,500 premium-class private aircraft that are operated by a select group of finest FAA Certified Part 135 air carriers and that are safety and quality vetted in partnership with the Aviation Research Group through the ARG/US TripCHEQ program.

The new Latitude program complements the OneSky Jets Membership program which offers on-demand, pay-as-you-fly private jet charter with no up-front capital, leveraging OneSky's nationwide network of over 1,500 premium-class private jets with competitive pricing that is up to 40% less than competitors' rates on popular routes.

"We've designed this program to offer the service and reliability of fractional ownership with the flexibility, simplicity, choice and value of air charter," Johnson explained.

"With other Private Jet Membership programs, the pricing is the same whether a member is going to a very popular destination (where the provider will be able to connect the flight to others) or to a remote location (where repositioning is significant)," explained Justin Sullivan, VP Sales.

"Similarly Members pay the same to go to the Super Bowl (one of the busiest events for private jets) as they would to fly on an average Tuesday. Other providers pocket the high margins generated on high density routes (using some of it to cover less profitable low density trips)," declared Sullivan.

"With OneSky, when an opportunity for a reduced fare is identified (through OneSky's patent pending pricing algorithms), the savings are passed directly to the Member, while conversely, higher rates are charged for flights to remote locations. Pricing based on the true cost of a flight is a new concept in this space," said Sullivan.

Latitude Members gain access to OneSky's industry-leading inventory of 'empty leg' flights at a terrific value, and in many cases are able to use their deposit to select specific makes/models of jets based on personal preference.

OneSky Jets' Latitude Program  
 Questions & Answers

Justin Sullivan, Vice President, Sales, explains:

Latitude is a major departure for OneSky Jets. What is the rationale?

The market has been taught to look at private jets from the perspective of 'price per occupied hour.' We believe that our pricing provides an exceptional value when juxtaposed against 'fixed hourly pricing' programs, yet the market still wants to pay by the hour.

Latitude is OneSky's unique twist on the concept of 'occupied hourly pricing.' It is a guarantee that a price will never exceed a given ceiling. This aligns OneSky with the desires of our members who are always looking for good value without compromising on quality or safety. With the Latitude Membership program, OneSky is always trying to match members with empty legs and to provide the most attractive pricing on popular routes.

What distinguishes the Latitude program from its competition?

The concept that OneSky's hourly rate is a ceiling, not a fixed rate. When we are able to find a great deal on a trip, we pass the savings along to our clients. And, Latitude empowers members to determine their own price. We never hide the opportunity to save member money.

For example, a new Latitude member wanted to fly from Boston's Logan to Ft. Lauderdale. While we gave him a great price (20 percent less than the maximum hourly rate), we also informed him that he could save another \$1,200 by flying out of Bedford, MA (and avoid a reposition).

How does OneSky Jets' maximum rate compare to competitors' rates?

OneSky's Maximum Hourly Rate is lower than that of most major providers of private jets. If there is a lower fixed price, we are not aware of it. But what really matters is that OneSky is offering a maximum price while our competitors provide a fixed price.

About OneSky Jets

Fueled by a robust, new website that empowers users to instantly search, compare and price private jets in any location, the former OneSky Jet Network has streamlined its name, logo and brand into OneSky Jets. Founded in 2004, OneSky's senior management team includes Trey Urbahn, Chairman, a founding officer of Priceline.com, and Greg Johnson, CEO, formerly a logistics executive at FedEx. Through its revolutionary online booking system, customers can instantly search, compare and price flights anytime. Rather than maintaining a fleet of jets, OneSky's supply is secured through an exclusive network of 150 of the best charter operators with over 1,500 ARG/US Gold-rated jets. Backed by well trained Flight Consultants and Operations Specialists, this one-of-a-kind functionality has vaulted the company's website [www.OneSky.com](http://www.OneSky.com) to the top of Alexa.com rankings for the last seven months, making OneSky Jets the premier provider of on-demand private jet travel.

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