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Press Release

Source: OneSky Jet Network

OneSky Ranked #1 Private Jet Travel Website for Fourth Consecutive Month by Alexa

Wednesday July 12, 2006 12:00 pm ET

Web-Enabled Pricing & Transaction Engine Empowers On-Demand Network for Affordable Jet Travel

MANCHESTER, NH--(MARKET WIRE)--Jul 12, 2006 -- For the fourth consecutive month, OneSky Jet Network (www.onesky.com) ranks as the [#1 website for private jet travel](#), according to Alexa (www.alexa.com), the Amazon.com company that tracks relative website traffic. "OneSky eclipses larger, more established providers because our revolutionary pricing and transaction engine empowers a new generation of [affordable jet travel](#)," says Greg Johnson, the CEO and president of the two-year old company. "As a result, OneSky has first mover advantage in the evolution of the on-demand air charter marketplace, enabling us to generate prices up to 40 percent lower than our competitors."

Alexa's ranking of private jet travel websites represents an estimate of each site's position among the four million that Alexa ranks. Alexa enables web usage information through utilization of an installed base of millions of toolbars.

OneSky's rapid rise among [online air travelers](#) seeking affordable private jet fares is attributable to its on-demand approach and the benefit of market-based pricing. This means that there are neither upfront investments nor membership fees. "OneSky only requires clients to pay for a flight before flying, similar to purchasing a ticket and traveling on a scheduled plane," says Johnson.

"As a result, OneSky can deliver on-demand pricing below its competition," explains Trey Urbahn, OneSky's Chairman. "With fractional ownership, the hourly-occupied cost of a midsize jet can be over \$6,300. With OneSky, on densely traveled routes the price is about \$3,600." Additionally, the annualized upfront capital investment of a midsize jet can be over \$500,000 with fractional ownership, plus monthly management fees and fuel charges. There are no such

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fees on OneSky.

OneSky does not own aircraft. Instead it deploys an exclusive network of over 150 charter operators representing over 1,500 ARG/US gold-rated jets, who work with OneSky to overcome inefficiencies such as the fact that private jets are used an average one hour daily, and that, unlike commercial aircraft, they often fly one direction with paying clients and return home empty (meaning they fly empty up to half of the time).

"OneSky's proprietary transaction engine optimizes supply and demand in real time," says Urbahn. "As a result, OneSky's aircraft partners gain the operating economies of a nationwide network and our customers consistently get the lowest price."

OneSky's #1 ranking on Alexa also reflects its business model to position private jet travel as an accessible, surprisingly affordable transportation alternative rather than an extravagant lifestyle choice for the privileged few.

"OneSky enables wealthy travelers and corporate executives to shop private air transportation the same way they search Expedia or Orbitz for commercial flights," says Johnson. "If they realize that a group of seven people can fly from the Northeast to Florida for under \$10,000, private jet travel will enter their consideration."

In effect, OneSky is expanding the potential base of customers who have the means to fly, but who do so occasionally, or not at all, in the private jet marketplace.

About OneSky Jet Network

In less than two years, OneSky Jet Network has emerged as the first and only comparison shopping and transactional website for private jet travel. Greg Johnson, a former Federal Express executive specializing in logistics and productivity, founded OneSky in 2004 with Henry Laughlin, an aviation industry entrepreneur. Greg serves as CEO and President. Trey Urbahn joined OneSky in February 2005 as an investor and Chairman. Previously, he was CEO of FareChase, and a founding officer of Priceline.com. OneSky's service strategy is to offer customers an outstanding travel experience delivered through the company's proprietary pricing and booking engine, supplemented with concierge-like 24/7 personal attention to a traveler's needs. While the current private jet marketplace consists of 60,000 travelers, OneSky believes there is a market potential of 500,000 U.S. households with the economic means to fly privately. To exploit this opportunity, OneSky is readying for the imminent introduction of very light jets (VLJs) that will usher in a new era of air-taxi service. With a fully developed demand-generation and pricing system supported by its robust website, OneSky is ready to integrate VLJs into its suite of private jet options.

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