



21th July 2004

NEWS RELEASE

PRIVATAIR ADDS FIVE NEW SALES REPRESENTATIVES IN RESPONSE TO INCREASING DEMAND FOR PRIVATE CHARTER

International business aviation specialist PrivatAir announced today the addition of five new charter sales representatives to its U.S. corporate headquarters in Stratford, Connecticut. After the overwhelming increase in charter revenue, the expansion of the Charter Sales division in North America became necessary in order to ensure that our clients' needs are met. Thomas Fitzsimmons, PrivatAir's COO for North America stated, "Our midyear U.S. charter revenue is up 60%; so far, we are enjoying our strongest charter revenue performance year ever."

The new inside sales representatives include Loryn Cook, Debbi Higgins, and Zach Zola. Maureen Jewell and Jeffrey Triana have been appointed to outside sales positions. While Maureen is responsible for the Connecticut and Westchester County area, Jeffrey takes responsibility for the New York City area. Mark Reichin, Senior Vice President of Charter Sales said, "All five individuals come to PrivatAir with extensive experience in the business aviation industry and we are extremely confident in their ability to provide our customers with the special attention and professionalism that PrivatAir is known for."

The PrivatAir U.S. charter sales offices are located in Teterboro, NJ, West Palm Beach, FL and Stratford, CT. The toll free number remains 1 800-468-1110.