



NEWS RELEASE

PRIVATAIR'S NEW DUAL-CLASS SERVICES HELP AIRLINES MATCH LONG AND MEDIUM HAUL CAPACITY TO DEMAND

Geneva, March 30 2009 - PrivatAir has today announced that it is offering dual-class narrow body long and medium haul services to help airlines better match capacity to demand during the economic downturn.

Taking advantage of its extensive experience in operating wet lease (ACMI) business-class-only flights on behalf of its three airline partners – Lufthansa, Swiss and KLM - PrivatAir's new flexible dual-class operations may be easily switched by the airlines between routes as economic circumstances dictate, allowing them to maintain maximum profitability across their networks.

"We began operating our all-business-class services during the economic downturn following 9/11, which had resulted in a decline in economy load factors worldwide," says Paul de Salis, Senior VP Scheduled Services at PrivatAir. "This time around, the recession has reduced demand across all travel classes, leading to overcapacity on many long and medium haul routes. As a result, some airlines are only able to keep routes open by operating aircraft that are too large to economically service these lower levels of demand. Working in partnership with PrivatAir to operate a narrow body service instead enables them to make these routes profitable again."

The dual-class services are tailored to each airline's individual requirements, with the seating configuration, cabin service elements and on-board branding determined by their specific needs.

“There is currently a major gap in the market in addressing sub-100 seat long and medium haul capacity,” continues de Salis. “PrivatAir takes short haul narrow body aircraft such as the B737NG and A319 series and converts them for longer range operations of up to 11 hours by adding auxiliary fuel tanks, upgrading the avionics, certifying the aircraft for 180 minutes ETOPS and adapting the cabin interiors to create a unique product.”

“Such technical modifications would be a major challenge for airlines to implement within their established fleets since they require specialist technical expertise and micro-management to implement. It can also be difficult to subsequently re-integrate these hybrid aircraft into the mainline short haul fleet due to their additional weight and range modifications. PrivatAir’s dual-class offer is thus the ideal complement to airlines’ existing fleets, allowing them to maintain profitability on long and medium haul routes where passenger demand has fallen significantly as a result of the global downturn.”

About PrivatAir

PrivatAir is a leading international aviation group with headquarters in Geneva, Switzerland and operating bases in Zurich, Düsseldorf, Frankfurt, Munich and Amsterdam. Services include Private Charter for VIPs and executives, Private Airline Services, Ground Services and Aircraft Sales & Management. PrivatAir manages a fleet of airliners including Boeing Business Jets and Airbus A319s which it operates on behalf of its airline partners, as well as a VIP-configured Boeing 757 and one of the world’s only VIP-configured Boeing 767s - which are both available for private charter. Through its network of specialist partners, PrivatAir also provides private charter of almost any type of aircraft. Additionally, the company was the first commercial operator of the new generation of Boeing ultra-long-range executive aircraft.

MEDIA CONTACT:

PrivatAir Press Service:
Tel: +41 22 929 6762
marketingcom@privatair.com
www.privatair.com

COMMERCIAL CONTACT:

PrivatAir Airline Services:
Tel: +41 22 929 6738
pauldesalis@privatair.com
www.privatair.com