



REGENT JET LAUNCHES NEW CONCEPT IN PRIVATE AVIATION: PRIVATE JET HEDGING

Program is First to Provide a Viable, Cost-Effective Alternative to Marquis Jet, Sentient, Flexjet, NetJets and other "Jet Card" and Fractional Jet Offerings

Boston, Mass. – September 10, 2007 – Regent Jet, Inc. has created a new concept in the private aviation marketplace and a new way for individuals and companies to manage their private aviation requirements. Private Jet Hedging™ gives jet membership program subscribers a way to dramatically reduce their cost-per-hour by hedging against their fixed-rate programs – taking dead aim at “jet membership” companies such as Marquis Jet, NetJets, Sentient, Flexjet and others.

Private Jet Hedging™ offers clients access to pristine, late-model aircraft through a network of vetted aircraft operators, often at substantial savings over fixed-rate programs. The program delivers the safety and service of fractional aircraft ownership with the freedom, flexibility and choice of on-demand charter.

“Jet membership programs offer a generally high level of service with fixed pricing designed to produce outsized profits on some flights to offset other ‘loss-leader’ flights,” explained Justin Sullivan, managing director, Regent Jet. “Regent Jet advises clients whether their program offers the best value on a trip-by-trip basis. More often than not, we deliver a superior value.”

Andrew Czekaj, a longtime Bombardier Flexjet cardholder, recently partnered with Regent Jet to upgrade from a midsize Lear Jet 60 through Flexjet to a premium, new Gulfstream G-200 9-seat super-midsize executive jet for a week-long round trip between Washington, D.C. and Naples, FL. With the upgrade, Czekaj still realized a savings of over \$5,000.

“Private Jet Hedging changes the whole game. Instead of relying on my Flexjet card for all of my travel, I view Flexjet as a ‘price ceiling’ and then look to the Regent Jet team to drive down the cost, or source a nicer aircraft – *or both!* Regent Jet takes exceptionally good care of me, my family and my business partners, with a level of personalized service and choice that I could never expect from a fractional,” said Czekaj, a Washington D.C.-based real estate developer.

“Working with us is very simple – there are no fees or up-front deposits. We simply build a travel profile so that we understand each client’s preferences and requirements, and then provide clients with a 24-number to access our team. Clients either call or e-mail their travel requirements, and we analyze each trip, presenting a portfolio of options. Clients then choose the aircraft that is right for them, arrange for payment, and fly. There are no long-term commitments, no contracts and no strings attached,” said Sullivan.

About Regent Jet, Inc.

Regent Jet is a full-service, boutique private aviation firm and the pioneer of Private Jet Hedging™. Regent Jet offers the safety and reliability of fractional ownership with the freedom, flexibility and choice of on-demand charter. Regent Jet offers trip customization through quality, vetted FAR Part 135 air



carriers, who maintain full operational control of their flights in compliance with FAA requirements and Regent Jet standards.

Read company founder Justin Sullivan's views on his personal Private Jet Blog: blog.regentjet.com.

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