



Press Release
Thursday 2 April, 2009

NEW PRIVATE FLIGHT INFLIGHT CATERING SOLUTION FOR COMLUX THE AVIATION GROUP

Comlux The Aviation Group and Private Flight Global Limited today announced a partnership to overhaul Comlux's inflight catering operations for its managed and charter aircraft.

A customised version of Private Flight's pioneering online system will be installed to monitor and manage Comlux's catering operation. The partnership will assist Comlux in continuing to deliver high levels of customer service to its VIP and business travellers during its current period of expansion, and in ensuring efficiency across its global catering operation.

The Private Flight system for Comlux provides easy food and beverage ordering from a network of approved catering providers in Comlux's key departure locations including Russia, Kazakhstan, the United Arab Emirates and the United Kingdom. Orders are made and delivered to aircraft via a secure online application with order fulfilment tracked as it progresses and built-in notifications to alert Private Flight to any schedule delays.

Private Flight system features also include rapidly deployed, itemised invoices and the ability to create categorised expenditure reports.

As part of the agreement, Comlux will have a dedicated Key Account Manager who will manage sourcing, auditing and appointing cuisine providers in key departure locations, and who will integrate and monitor the quality of existing Comlux providers. The Key Account Manager will also consult with, and train, Comlux staff in using the system and in onboard presentation.

Richard Pryor, CEO of Private Flight Global, says 'The Private Flight system is a robust and scalable way for Comlux to achieve complete transparency across its entire catering-related spend, which will lead directly to long-term reductions in catering costs. Additionally, by enabling the efficient provision of personalised and premium cuisine to passengers on a consistent basis, the system will also give Comlux a real advantage in a competitive market. It is critical for aviation companies serving VIP passengers to recognise the importance of food and beverage to the VIP passenger. Food is an emotional experience and can often determine the success of a flight, which in turn, leads to customer retention.'

Daniel Staub, Catering Manager of Comlux The Aviation Group, said: 'The Private Flight system gives our cabin crews more ideas and choice for their catering order and can therefore offer a more customised and personal service to our guests. The crews have more autonomy to make catering decisions for their flights, while being fully supported by a centralised administration of ordering, delivery, billing and payment. The system is easy for our cabin attendants to use from various locations, and as a management tool it offers us a platform for feedback and improvements. Moreover the full price transparency allows us to work within budgetary guidelines and brings along potential cost savings. Additionally, because it is a scalable system, Private Flight is a key tool in our expansion strategy.'

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Notes to Editor:

Private Flight Global Limited (New Zealand)

Private Flight operates internationally and is recognised as the evolution of inflight cuisine. Its unique, systems-based software application for managing inflight catering assists managers of VIP charters and private aircraft to streamline catering services. Real-time logistics reporting on orders, along with in-depth financial and managerial reporting capability enables Private Flight's clients to monitor and reduce costs and create efficiencies in their catering operation. Private Flight also enables access to premium cuisine, with professional support and advice in sourcing, auditing and managing food and beverage providers for VIP travellers.



Comlux The Aviation Group

Comlux The Aviation Group is one of the leaders in VIP charter services. Swiss-based Comlux operates worldwide with the highest standards of safety and quality. Beyond charter operations, Comlux offers a comprehensive set of services to VIP customers who wish to have their own aircraft managed personally and professionally. This includes exclusive aircraft management, sales and acquisitions, cabin design and outfitting services.

Private Flight Global Limited and Comlux The Aviation Group will be attending EBACE in Geneva, May 12-14 2009.

Visit stand **#1235** to meet **Private Flight** CEO Richard Pryor and experience the evolution of inflight cuisine.
Visit stand **#1569** to meet **Comlux** representatives and view an ACJ on static display.

For more information on Private Flight Global, phone Matt Peart or Richard Pryor at Private Flight on +64 9 520 22 66, or visit www.private-flight.com.

For more information on Comlux The Aviation Group, phone +41 43 888 72 50, email fly@comluxaviation.com or visit www.comluxaviation.com.