



## Press Release

### **FOR IMMEDIATE RELEASE**

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### **DayJet Names Pensacola as a DayPort Location**

*Pensacola, Escambia County and Greater Northwest Florida Region to Benefit from Statewide Connectivity, New Job Creation and Economic Growth*

**DELRAY BEACH, Fla. – June 14, 2006** – DayJet™ today announced that Pensacola will be one of the first five cities in the nation to experience the economic benefits derived from its new point-to-point, on-demand jet service. Selected for its strong business climate and limited transportation infrastructure, Pensacola – in addition to Boca Raton, Gainesville, Lakeland and Tallahassee – will be the first to receive DayJet air transportation facilities, called DayPorts™, which will serve as the “access ramps” to the world’s first “Per-Seat, On-Demand” jet service when it takes flight later this year.

The company is in final negotiations with fixed base operator (FBO) Pensacola Aviation Center at the Pensacola Regional Airport to operate a DayPort facility. DayJet chose Pensacola as one of its first Florida DayPort locations because it represents a strong and growing local economy and business environment that is underserved by the airline “hub and spoke” system. Pensacola is projected to receive a total annual economic impact in excess of \$24 million from the arrival of DayJet within its first three years of operation.

Within 12 months of launch, DayJet expects to open an additional four DayPorts in Florida (for a total of nine) and 12 more DayPorts across three Southeastern states, connecting communities that today have little or no scheduled air service.

In a separate release, DayJet today also announced its “Day-Tripper” contest. Business professionals who live and routinely travel between Pensacola and the four other Florida launch cities are invited to submit their accounts of business travel within the State of Florida and how they could benefit, both professionally and personally, from the ability to conduct day trips utilizing DayJet “Per-Seat, On-Demand” jet service.

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“Limited transportation is the most common growth impediment for smaller, economically diverse and socially vibrant communities,” said Ed Iacobucci, DayJet president and CEO. “Although Pensacola has a strong business climate, a technology savvy workforce, and an unsurpassed quality-of-life, it remains underserved by existing transport networks, inhibiting the city and county’s full economic potential. Business leaders across Pensacola, Escambia County and Florida’s Great Northwest have told us they are ready to embrace new transportation models to increase their productivity and competitiveness in regional business scenarios.”

Pensacola Mayor John R. Fogg commented: “Pensacola has long been a great place to grow a business, but to ensure that our businesses are competitive, we need a fast, efficient travel option that increases the productivity of our local economy. DayJet gives Pensacola business travelers a powerful new way to increase their reach while saving time. Our local economy gets stronger when we’re an easy day trip from other important Florida cities. Pensacola is proud to be among the first in the world to leverage this transportation model, providing a major innovation to the infrastructure that will not only support today’s businesses but help them thrive.”

### **Satisfies Pent-up Demand of Local Business Travelers**

Research conducted by DayJet shows that business professionals in Pensacola and the other four Florida markets are hindered by a lack of efficient travel options and drive for 86 percent of the 592,000 annual business trips taken between these cities. Between 2000 and 2006, the number of scheduled flights between all Florida markets decreased by 47 percent, while available seat capacity declined by 31 percent. For Pensacola, the number of intra-Florida scheduled flights declined by 37 percent, and available seat capacity decreased by 39 percent.

David Landa, president of ALTO Products Corp., an auto parts manufacturer based in Pensacola stated: “Right now, to fly from Pensacola to our headquarters in South Florida, I usually have to connect out of state through Atlanta. In the best-case scenario, this involves staying one night on the road. DayJet ‘Per-Seat, On-Demand’ jet service will enable me to make this same trip in a single day, eliminating days of wasted travel time each month. Working more efficiently will help our business tremendously and generally make life easier for everyone – and this means more time at home with my family.”

### **“Per-Seat, On-Demand” Jet Service: An Engine for Economic Growth**

DayJet will provide Pensacola and Escambia County business travelers with efficient, point-to-point air transportation to southeast, central, north central and northwest regions of Florida, bringing local businesses, universities and government closer together.

Communities served by DayJet will become attractive locations for new and expanding businesses as a result of improved workforce mobility, market accessibility and employee productivity. In addition to DayJet’s direct economic contributions via fuel, rent and employee payroll, regional travelers using “Per-Seat, On-Demand” services will cause increased consumption of airport-related services, such as car rentals and taxis.

Taken together, these activities are projected to generate an average annual economic impact in excess of \$24 million for the Pensacola community within the first three years of operation. During this timeframe, DayJet expects to employ 2,000 high-skill, high-wage personnel in the state of Florida.

Evon Emerson, President and CEO of the Pensacola Bay Area Chamber of Commerce said: “DayJet’s on-demand jet service is a great complement to Pensacola’s strong business environment. From an economic development standpoint, we think making it easier for professionals to meet with customers and partners, either here in Pensacola or in other Florida cities, will help grow the local economy. As one of the first cities in the world to offer a ‘Per-Seat, On-Demand’ jet service, we think DayJet will also help bring new businesses to the region. The company has assembled a good mix of people who are committed to being good corporate citizens and partners with the Pensacola community. Looking beyond the business benefits, DayJet is really about having a quality of choices that makes it easier to live and work where and when you want.”

### **DayPort Operations**

DayJet will offer “Per-Seat, On-Demand” jet service between designated small community and regional airports that today have little or no scheduled air service, called DayPorts. In Pensacola, DayJet will operate out of Pensacola Aviation Center FBO at Pensacola Regional Airport.

Because of the company’s focus on delivering an exceptional customer experience, every DayPort will be staffed with DayJet customer care representatives and ground staff to greet and assist customers. DayPorts are easy to get to, have no lines, convenient parking, and provide ground transportation options.

Frank Miller, Director of Pensacola Regional Airport said: “DayJet’s ‘Per-Seat, On-Demand’ jet service is a great complement to Pensacola’s existing scheduled and charter services. We’re proud to be among the first in Florida and the world to offer people who live and work in our region this innovative new way to fly. Economically speaking, our airport is well positioned not only to support DayJet but also to develop the supporting businesses and services needed that will make a positive economic impact in Pensacola.”

### **About “Per-Seat, On-Demand” Jet Service**

DayJet is building the nation’s first “Per-Seat, On-Demand” jet service that will make the convenience of corporate jet travel broadly available and affordable for more people and organizations, turning wasted travel time into valuable business and personal time. “Per-Seat” means customers only pay for the seat(s) booked, not the whole aircraft. “On-Demand” means customers only fly on their individually negotiated schedules. The company will never publish schedules, nor operate on fixed schedules. DayJet flights will be uniquely tailored to each customer’s needs and priced at a modest premium to equivalent regional full-fare coach airfares.

### **About DayJet**

DayJet Corporation is the pioneer of a new type of regional travel: “Per-Seat, On-Demand” jet service that is uniquely tailored to each customer’s individual schedule and priced at a modest premium to full-fare coach airfares. Headquartered in Delray Beach, Florida, DayJet has developed this new industry’s first real-time operations system. Combined with the speed and efficiency of Eclipse 500 very light jet (VLJ) aircraft, DayJet has created the next major advance in corporate productivity and regional economic development. For more information, visit [www.dayjet.com](http://www.dayjet.com).

DayJet’s “Per-Seat, On-Demand” jet service will be operated by DayJet Corporation’s wholly-owned subsidiary, DayJet Services, LLC, a registered air taxi operator under the DOT’s regulations and the holder of an FAA Air Carrier Certificate authorizing on-demand operations under Part 135 of the FAA’s regulations under Title 49, Subtitle VII, of the United States Code (Transportation Code), and any statements made in connection therewith are subject to the receipt of operating authority for the Eclipse 500 aircraft from the FAA under the Transportation Code.

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