

## **Alerion Launches New Concept In Private Jet Travel**

*New entrant to the market is changing the dynamic of private jet membership programs by bringing the trusted advice and management expertise of the private family office to business and personal flight*

**White Plains, NY - September 20, 2007** - Alerion, Inc., the Family Office of Flight, announced its official launch today, representing a unique new presence in the private charter sector of the aviation industry. Alerion arranges complete corporate, family and individual travel, as well as providing strategic flight asset management and family office advisory services. Raising the bar for service in an industry that has grown increasingly institutionalized, Alerion brings the personal attention, trusted advice and management expertise of the private family office to business and personal flight.

“That’s how Alerion was born,” says company founder and CEO, Mark Reichin. “Coming from years of experience in the aviation industry, I could see what wasn’t working with the other private jet programs out there. I saw the need for a refreshing new concept based on the principles of trust, caring, safety, and the comfort of our clientele. Our team felt it was time for a highly focused boutique service, similar in every way to a Private Family Office, offering a custom aviation solution that would truly place the client’s needs first. It’s about creating a relationship based on trust.”

Funded by founding members and private equity investors with extensive experience in consumer products and services, Alerion enters the market at a position of particular strength. With early revenues far exceeding expectations, Alerion has earned a number of private and corporate clients who choose Alerion because they appreciate the care and personal attention they receive on every trip. This type of service, combined with strategic pricing initiatives and Alerion’s industry-first flight portfolio management, is unmatched in the industry and sets Alerion ahead of its competitors right from the start.

“My first experience with Alerion was as a guest on someone else’s flight. I was so impressed with Alerion’s professionalism and the personal attention they provided that immediately upon landing I asked Alerion to arrange a trip for me,” said Edward M. Brown, President and CEO of The Patron Spirits Company. “The level of service Alerion provides far surpasses what I’ve experienced with any of the other groups I’ve worked with and they are more than comparable price wise. I look forward to a long and happy relationship with Alerion.”

Alerion is led by Mark Reichin, along with Senior Vice President, Jeanne Muzio, and the company’s team of Private Flight Advisors.

Prior to founding and assuming a leadership role at Alerion, Mark Reichin served as Senior Vice President at PrivatAir one of the world’s top comprehensive aviation services companies, where he was responsible for record growth of charter revenue and development of the company’s next generation dispatch facility. Prior to that Mr. Reichin was a member of a private equity team focused on the private jet membership program business sector.

Jeanne Muzio, a key member of Alerion's executive team, has spent more than 20 years in the aviation and travel industries. Most recently, she was Vice President of Charter Sales for PrivatAir, where she was responsible for managing sales operations and vendor relations related to its specialty charter division. Prior to her position at PrivatAir, Ms. Muzio served in a number of aviation sector management positions, building on the charter portfolio concept and introducing one of the first jet member card programs over 10 years ago.

**About Alerion:**

Alerion has offices in New York, Connecticut, and Florida. The Alerion team of professionals average 20 years in the business of high performance, private jet aviation services. For more information about Alerion and the Family Office of Flight, visit [www.flyalerion.com](http://www.flyalerion.com) or call 888.235.8015.

Alerion arranges flights that are operated exclusively by Part 121 or Part 135 direct air carriers. These air carriers must at all times comply with the Federal Aviation Regulations, and hold proper economic authority from the Department of Transportation. Alerion does not own, operate, or manage any aircraft on its own. Alerion is an air charter broker acting as an agent for its clients seeking charter air transportation.