

**FOR IMMEDIATE RELEASE**

## **BJETS TAKES TO THE SKIES**

**Up close and personal with BJETS custom-fitted jet,  
part of Asia's largest & newest fleet of private jets**

**SINGAPORE, 22 September 2008** – BJETS, Asia's leading private aviation services company, announced today the commencement of business as it unveiled its custom-outfitted private jet at Seletar Airport in Singapore.

Flying across India and Southeast Asia, BJETS will be the first private aviation company with a holistic approach to private jet travel, providing both bespoke services and access to Asia's largest and youngest private jet fleet at the same time. Through BJETS' innovative fractional ownership block charter, and aircraft management, clients ranging from wealthy individuals to corporations or even aircraft owners now are empowered with the flexibility to decide their own itinerary, route, and choice of jet. Such services were previously lacking in Asia.

The jet on display at Seletar Airport is a custom outfitted Hawker 850XP, part of what will be the largest and newest private jet fleet in Asia. Earlier this year, BJETS signed orders for 50 jets valued at close to US\$1 billion, the biggest ever in Asia.

Deliveries for the record order of twenty Cessna Citation CJ2+s, nine Hawker 850XPs, eleven Hawker 900XPs and ten Hawker 4000 jets began in the second quarter of 2008 and will extend over a period of five years.

BJETS has already received four jets and is expected to receive another four jets by the end of 2008, putting BJETS on track to be the owner of the largest private jet fleet in Asia in its first year of operations. With the unique scale of BJETS' operations and fleet size, clients will be guaranteed unprecedented access and availability of aircraft around the clock.

For clients who already own an aircraft but desire the same exacting standards that BJETS ensures across its own jet fleet, BJETS' aircraft management services ensure that everything from hiring crew, logistics to catering and route planning are taken care of.

Mark Baier, Chief Executive Officer of BJETS said, "Our philosophy is simple: to give clients ownership of the way they fly, with freedom to travel anywhere, anytime." He added, "At present, clients endure a host of headaches from long queues, unavailability of flights to delay after delay. Imagine all the time saved if you could arrive at the airport, and then depart in well under half an hour! This is now a reality with BJETS as we really put our clients first to ensure a seamlessly efficient and comfortable experience."

Adding to the convenience of flying private, BJETS' fleet will also have access to considerably more airports across Asia, many times the number presently used by airlines in the region.

All of BJETS' private jets are outfitted with exteriors and interiors designed by BMW DesignWorksUSA. Creating an interior cabin that is focused on comfort, aesthetics, and practicality, the design team crafted a sleek and understated exterior design for the BJETS traveller. The interiors of the jet are fitted in warm tones that contrast with the beige side walls and seats to create a spacious, sophisticated and, luxurious experience. Just as the BJETS' 'Birdmark' brand logo is subtly incorporated onto the headrests of the seats and on the tail of all the jets, clients are assured of consistent and reliable service across the entire private jet fleet to bring them across Asia.

For BJETS, safety and security are the cornerstones of their service philosophy. BJETS has ensured that the most rigorous standards are properly implemented and executed in the maintenance and operations of an already brand-new fleet. To give BJETS' clients peace of mind, only the best pilots from around the globe have been recruited to ensure that stringent security and safety protocols are always upheld.

“Asian economies are expanding at a phenomenal pace; Singapore, for example, has the greatest concentration of millionaire households. Many wealthy individuals have entrepreneurial backgrounds with regional business interests, and so BJETS is meeting this acute demand for safe, seamless and reliable private jet travel services. We are definitely Asia's leading private aviation services company,” said Mark Baier, Chief Executive Officer of BJETS.

He added, “Ultimately, BJETS gives you back one of life's greatest luxuries: Time. Whether it is more time for business or for loved ones, we aim to consistently give our clients exceptional service, peace of mind and comfort that they truly deserve.”

BJETS provides innovative private aviation services to corporations and high net-worth individuals in Asia. The company is based in Mumbai and Singapore, with a flight operations centre in Hyderabad and a key focus on the Indian and Southeast Asian markets.

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## **FOR MEDIA QUERIES**

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## **About BJETS**

BJETS is Asia's leading private aviation services company which is set to operate the largest fleet of private aircraft across India and Southeast Asia. BJETS offers fractional ownership, block charter and aircraft management services to corporations and high net-worth individuals in the region. The company was officially unveiled at the Singapore Airshow in February 2008.

BJETS' offices are in Mumbai and Singapore, with a flight operations centre based in Hyderabad, India. BJETS was founded by the entrepreneur Bala Ramamoorthy, Managing Director of the Briley Group. The Briley Group is the majority shareholder in the privately-owned BJETS. The other significant shareholder is the Indian Hotels Company Ltd., a part of the Tata Group.

More information is available at [www.bjets.com](http://www.bjets.com)