

Press Release

8 February, 2010

Air Partner expands market reach with new bases in Turkey and Hong Kong

Air Partner, a world leading provider of private aviation services, has expanded its market reach with the opening of new bases in Turkey and Hong Kong. The new ventures, selected as exciting new and emerging markets, began trading last month. They will meet the needs of Air Partner's client base, which continues to grow, despite the recession.

Air Partner **Turkey**, located in Istanbul, will be a new avenue of business for the global air charter company's private jet activity, including its unique and popular pre-paid 25-hour JetCard scheme which has seen early success in the Middle East. JetCard was recently bolstered with two new categories (Very Light Jet and Super Mid Size). As a result the selection of jets on offer to charter is the widest available of any jet card today and these two new categories are available to Middle East cardholders when they fly within Europe.

The Turkey office will also be able to call on a wide range of jets for charter, mirroring the activity of other Air Partner offices around the world. It will also be the sales representative for Air Partner's Commercial Jet Division, which charters aircraft from 20 to 500 seats for groups of every size. It will also handle all air cargo activities, an important and growing market in the region.

Air Partner Turkey is headed by Serkan Topcu, formerly of cargo logistics company Schenker Logistics in Istanbul. He is joined by Emir Ozdabak and Gunnes Nomaler, both of whom have a wealth of experience in aviation charter.

Dubai-based Kevin Ducksbury, Director Middle East and Asia, commented: "The creation of a new base in Turkey fits within the Air Partner Group's strategy to strengthen our presence in the Middle East and Asia regions, while Istanbul is ideally located as the bridge between our established operations in Europe and our growing ventures in the Middle East."

Hong Kong is key market for air cargo

Air Partner's opening in **Hong Kong** is another strategic move and this base will be focusing on freight charter activity. Richard Smith, Director of Group Freight, said: "Hong Kong is renowned as a strong market for air cargo and our presence there bolsters our existing freight departments in the UK, France, Germany, USA and the Middle East."

He added: "In response to a short 'peak period' late last year, we operated a series of charters from Hong Kong which underlined there is demand in the region which we can now capitalise on. Now, we can offer clients a high quality service with local expertise."

In Hong Kong Air Partner is represented by WAI Asia, a leading Hong Kong GSA. WAI is headed by Keith Lo who will promote Air Partner's freight business throughout the region.

Email addresses are: hongkong@airpartner.com and turkey@airpartner.com.

Air Partner Freight charters aircraft of every size, from small Learjets to the giant Antonov 225 freighter, to fly cargo anywhere, at any time, whatever its weight, size or shape.

Serving governments, leading industrial shippers and relief and humanitarian organisations, Air Partner's freight team provides bespoke air charter solutions in response to a wide range of cargo charter needs. From urgent 'go now' requirements moving small quantities of automotive spare parts between plants through to the most complex project cargo shipments taking several months to plan, Air Partner Freight has the skills, experience and expertise to ensure shipments are handled securely and reliably.

London-based Air Partner Freight's cargo specialists across the company's worldwide office network provide strength of knowledge by utilising regional carriers for tailored charter services.

About Air Partner

Air Partner is a world-class provider of aviation services to industry, commerce, governments and individuals worldwide. The company has earned global recognition as a leading aircraft charter broker and organises ad hoc charters of aircraft of every size for any reason. Its three main divisions, supported by a host of support teams, comprise Air Partner Commercial Jets, Air Partner Private Jets and Air Partner Freight. The Commercial Jets division charters large airliners with 20 to 500 seats for groups of every size. Private Jets offers the full range of private jet products and services including the company's unique pre-paid JetCard scheme, on-demand charter and management of Europe's largest fleet of modern Learjets. With its headquarters in the UK, Air Partner operates 24/7 year-round with over 20 offices spanning Europe, Asia, the Middle East and North America. The Group was formed nearly 50 years ago, is fully listed on the London Stock Exchange, is debt free and had £16.1m net cash at the end of the financial year to 31 July. Air Partner's expertise at providing unsurpassed private flying experiences at the best price is summed up by one fact: it is the only company in the aviation industry to hold a Royal Warrant, a globally recognised mark of excellence. The honour, as Supplier of Aircraft Charter to Her Majesty Queen Elizabeth II, was granted in 2004.

www.airpartner.com

For further media information, please contact:

Alison Chambers/ Helen Stevens
Emerald Media

T. +44 (0)1962 736600
M. +44 (0)7721 882939
alison@emeraldmedia.co.uk
helen@emeraldmedia.co.uk