

BOMBARDIER

PRESS RELEASE

Flexjet Launches Innovative, Cost-Effective Program for Quick Turnaround Trips

- New offer advances *Flexjet's* innovation in the fractional jet ownership market
- Fractional owners will receive a 15 percent price reduction for each hour of a qualifying round trip

DALLAS, FEBRUARY 3, 2009—*Flexjet*, the fractional business jet ownership program of *Bombardier*, is rolling out an innovative incentive program for owners making quick turnaround trips.

The Round Trip Pricing program, launching on February 3, 2009, reduces the cost of one- or two-day round trips for owners committed to at least 100 flight hours per year. The program, the first of its kind in the fractional jet ownership market, comes in response to feedback from owners looking for more cost-effective, short-haul travel. The program is expected to be a permanent part of *Flexjet's* pricing structure.

“We expect this not to be a limited time offer,” said Sylvain Levesque, Vice-President, Marketing, *Flexjet*. “It is a demonstration of our continued commitment to provide value and an ownership experience that is unmatched in the industry.”

The new program rewards the increased operational efficiency gained when a fractional owner books both legs of a round trip in advance. Efficiencies are gained through the ability to maximize active flight and crew time. *Flexjet* owners will see savings applied to both their hourly rate and Fuel Component Adjustment fees. The result is a 15 percent price reduction for each hour of a qualifying round trip and can save owners thousands of dollars for each flight flown.

Any owner with two shares or more in the fractional program—equivalent to 100 hours or more per year—qualifies for the program. The reduced rate is available under two scenarios—the Day Trip or the Overnight Trip—both of which need to be booked in advance.

- The Day Trip includes a round-trip of no more than 12 hours from start to finish on the same calendar day.
- The Overnight Trip consists of one night away with a layover of 12 to 20 hours.

The program gives *Flexjet* owners an incentive to plan ahead. Not only will the owners enjoy reduced hourly rates, but it makes travel in a *Flexjet* aircraft, as opposed to a charter, much more cost-effective.

Round Trip Pricing can be used on any day of the year, even peak days, and there is no minimum time requirement on use of the aircraft.

“Round Trip Pricing provides our owners with an enhanced benefit that saves them money through the efficiencies we can build into our operation on their behalf,” added Mr. Levesque.

More information about *Flexjet’s* Round Trip Pricing Program can be found at Flexjet.com/roundtrip.

About *Flexjet*

Established in 1995 and based in Richardson, Texas, *Flexjet* offers a turnkey program allowing individuals or companies to purchase a share in a Bombardier business jet at a fraction of the full ownership cost. *Flexjet* owners select the aircraft type that best fits their needs, determine the number of hours per year they expect to fly, and purchase shares starting at 1/16th (equal to 50 hours of flying).

Owners pay predictable monthly management and usage fees, while *Flexjet* manages aircraft maintenance, flight crews, hangars, fuel and insurance on their behalf. *Flexjet* fields an exclusive family of *Bombardier* business jets, including the *Learjet 40 XR*, *Learjet 45 XR*, *Learjet 60 XR*, *Challenger 300* and newly redesigned *Challenger 605* business jets. The *Flexjet One* program is an aircraft management service providing owners who purchase a whole Bombardier aircraft access to *Flexjet’s* entire fractional fleet, cost savings and a simple, worry-free solution to aircraft ownership. The *Flexjet 25* jet card program, operated by Jet Solutions LLC, provides travel-by-the-hour on the *Flexjet 25* fleet of Bombardier aircraft.

About *Bombardier*

A world-leading manufacturer of innovative transportation solutions, from regional aircraft and business jets to rail transportation equipment, systems and services, *Bombardier Inc.* is a global corporation headquartered in Canada. Its revenues for the fiscal year ended Jan. 31, 2008, were \$17.5 billion US, and its shares are traded on the Toronto Stock Exchange (BBD). *Bombardier* is listed as an index component to the Dow Jones Sustainability World and North America indexes. News and information are available at www.bombardier.com.

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