

# BOMBARDIER



## PRESS RELEASE

### Gold Edition Jet Card Offers Winning Experience, Behind-the-Scenes Access at 2010 Olympic Winter Games

- **Jet card program teams up with Vancouver 2010 Olympic Winter Games official supporter Jet Set Sports to create the ultimate package**
- **One-of-a-kind program includes an exclusive experience with an award-winning athlete and a behind-the-scenes look at the Games**

**Montreal, Oct. 7, 2009** ([www.flexjet25.com/2010](http://www.flexjet25.com/2010))—During the XXI Olympic Winter Games in Vancouver, athletes won't be the only ones taking home the gold. The *Flexjet 25*\* Jet Card program and Jet Set Sports—an official supporter of the 2010 Winter Games—are teaming up to offer a limited-edition package for an unforgettable journey through next year's premier event.

Those who purchase the *Flexjet 25* Jet Card—2010 Gold Edition will not only receive an unmatched experience at the Winter Games, but will also be beneficiaries of exceptional travel on the *Flexjet 25* program fleet of legendary *Bombardier* aircraft, operated by Jet Solutions. This one-of-a-kind 2010 Gold Edition Jet Card includes:

- Exclusive access to an award-winning athlete and a memorable behind-the-scenes look at the Olympic Winter Games
- Access for two to each of the most sought-after Olympic events: the Closing Ceremony, the Men's Ice Hockey Gold Medal Game, the Figure Skating Gala Exhibition and the three Short-Track Speed Skating gold medal races
- Three nights' accommodation at Vancouver's prestigious Sutton Place Hotel
- Olympic-certified ground transportation and an onsite personal concierge
- Dining at Vancouver's most highly acclaimed eateries

"We continually search for ways to create unique travel opportunities that provide unparalleled access for our owners, wherever their travels take them," said Sylvain Levesque, Vice President, Marketing, *Flexjet 25*. "In a time when consumers are more discerning with their spending, we are excited to offer this once-in-a-lifetime experience that jet card owners will remember for years to come."

## JET SOLUTIONS

To create this distinctive offering, the jet card program turned to the leading experts in Olympic Games hospitality, Jet Set Sports. “Our partnership is a winning combination of the best in private aviation with the premier hospitality our customers have come to look forward to at the Games,” said Sead Dizdarevic, Chairman and CEO of Jet Set Sports.

With this program, jet card owners have their choice of travel on high performance *Bombardier* aircraft, including the *Learjet 40 XR*, *Learjet 45 XR*, *Learjet 60*, *Challenger 300* or *Challenger 604* business jets.

This marks the second annual expert-inspired jet card, with last year’s edition offering new jet card owners the opportunity to explore exclusive access to world-renowned experts for private meetings. Featured packages ranged from an inside look into the art world with Barbara Guggenheim to learning Texas Hold ‘em from World Poker Tour bracelet winner Antonio Esfandiari, among others.

The *Flexjet 25* Jet Card—2010 Gold Edition, available in limited quantities, starts at \$122,900, with timing of the package set for Feb. 26 through March 1, 2010. For more information, call 888-240-2108 or visit [www.flexjet25.com/2010](http://www.flexjet25.com/2010).

#### **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 in its revenues for the fiscal year ended Jan. 31, 2009, were \$19.7 billion U.S., and its shares are traded on the Toronto Stock Exchange (BBD). *Bombardier* is listed as an index component to the Dow Jones Sustainability Worth and North America indexes.

#### **About Jet Set Sports**

Jet Set Sports is an Official Sponsor of the 2010 U.S. Olympic Team and a successful hospitality program that provides unparalleled Olympic experiences. Additionally, Jet Set Sports is the Official Sponsor and/or Ticket Sales Agent to the National Olympic Committees of Australia, Austria, Bulgaria, Canada, and Sweden. Jet Set Sports is proud to have previously sponsored the XIX Olympic Winter Games in Salt Lake City, the 2002 U.S. Olympic Team, the XXVIII Olympiad in Athens, the 2004 U.S. Olympic Team, the XX Olympic Winter Games in Torino, and the 2006 U.S. Olympic Team. Most recently, Jet Set Sports was happy to be the Official Olympic Hospitality Operator of the XXIX Olympic Games in Beijing. Continuing its proud partnership, Jet Set Sports is the Official Hospitality Services Provider of the Vancouver 2010 Winter Olympic Games.

#### **About Flexjet 25**

First introduced in 2006, the *Flexjet 25* Jet Card—operated by Jet Solutions—offers fliers an easy way to sample private aviation without assuming ownership of a plane, while providing them with an unbeatable combination of choice, flexibility and benefits amongst jet cards. The *Flexjet 25* Jet Card provides travel-by-the-hour – in increments of 25-, 30- and 35-hours – on a fleet of *Bombardier Learjet 40 XR*, *Learjet 45 XR*, *Learjet 60*, *Challenger 300* and *Challenger 604* business aircraft. Jet card owners can choose from different price levels for each aircraft based on a preset number of

travel days per year – ranging from an unrestricted 365-day jet card to a 355-day, 325-day or 275-day jet card. Additional hours are also available for purchase as needed.

### **About Jet Solutions, LLC**

Richardson-based Jet Solutions, established in 1995, is one of the largest FAR Part 135 air carriers, having operated more than 1,000,000 flight hours for customers throughout the world. Jet Solutions is the first air carrier in the world to be recognized as achieving the Air Charter Safety Foundations Industry Audit Standard, and is the exclusive provider of the *Flexjet 25* Jet Card program.

*\*Flexjet 25 Jet Card terms and conditions apply.*

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