

NEWS RELEASE

Flexjet Enhances Offerings, Unveils Most Comprehensive Portfolio of Products In Private Aviation Industry

- **Integration and re-branding of Skyjet unit under the *Flexjet* name further expands company's robust business aviation solutions**
- ***Flexjet* launches industry leading interactive website and new advertising campaign to highlight its comprehensive capabilities**

Dallas, March XX, 2010 (www.flexjet.com) - After 15 years of providing award-winning, private aviation solutions, *Flexjet* today unveils the most comprehensive portfolio of products in the industry. The full integration and re-branding of Skyjet—providing charter brokerage services—under the *Flexjet* name elevates the company as the only private aviation provider with a full spectrum of travel options. With this assimilation, *Flexjet* now offers access to everything from whole aircraft management and fractional jet ownership to jet cards, charter brokerage and supplemental lift services. This comprehensive group of offerings puts *Flexjet* in a unique position to provide customers with expert, unbiased consultation to identify the best aviation solution for their individual needs—not just the solution at hand.

“Flexibility isn’t just in our name, it’s in our DNA.” said Fred Reid, President, *Flexjet*. “With these recent enhancements to our business model, *Flexjet* has firmly established itself as the only business aviation company ready to meet travelers’ challenges with a truly complete set of customizable options.”

To generate awareness of this expansion, *Flexjet* is launching a multifaceted marketing initiative—including an industry leading interactive website and new advertising campaign—specially designed to communicate the company’s elevated ability to offer superior, customized solutions.

The new website, available at www.flexjet.com, provides an enhanced experience through interactive pricing models that allow each user to create a private jet travel program tailored to their specific needs. Visitors are able to easily input the number of hours they need to fly annually as well as the number of travelers and target destinations to receive specific recommendations and estimates on potential costs. The site also features photo galleries of the *Flexjet* fleet of aircraft—the youngest in the fractional jet industry, averaging 3.0 years—including the *Learjet 40 XR*, *Learjet 45 XR*, *Learjet 60 XR*, *Challenger 300* and *Challenger 605* business jets.

Flexjet is also supporting its new positioning in the market with a targeted advertising campaign, created by The Richards Group in Dallas, debuting at the end of March. This new approach spotlights *Flexjet's* high-performance fleet with new photography of its aircraft, while highlighting its unique advantages. All of the ads are now anchored with details on the company's full range of business aviation capabilities and are slated to run in both print and online media, including Barron's, Forbes and The Atlantic.

For more information on *Flexjet*, visit www.flexjet.com or call 1-800-FLEXJET (353-9538).

About Flexjet

Richardson-based *Flexjet* – a division of Bombardier, the world's largest business aviation manufacturer – first entered the fractional jet ownership market in 1995. *Flexjet* now offers a full range of aviation solutions, including whole aircraft ownership and management, fractional jet ownership, jet cards, charter brokerage and supplemental lift services. The company fields an exclusive family of *Bombardier* business aircraft - the youngest in the fractional jet industry with an average age of 3.0 years - including the *Learjet 40 XR*, *Learjet 45 XR*, *Learjet 60 XR*, *Challenger 300* and *Challenger 605* business jets. For more details on *Flexjet's* innovative programs and flexible offerings, visit www.flexjet.com.

About Bombardier

A world-leading manufacturer of innovative transportation solutions, from commercial 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, 2009, were \$19.7 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.

Bombardier, *Learjet 40 XR*, *Learjet 45 XR*, *Learjet 60*, *Learjet 60 XR*, *Challenger 300* and *Challenger 605* are either registered or unregistered trademarks of Bombardier Inc. or its subsidiaries or Jet Solutions, LLC.

For information:

Erin Portman

512-448-0502

Erin.Portman@TeamOne-usa.com

www.flexjet.com

www.flexjet25.com

www.bombardier.com