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## Is There a Responsible Way for Fortune 500 Executives to Fly Private?

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MIAMI, Nov. 21 /PRNewswire/ -- It's all too common to find Fortune 500 fat cats crowding today's skies at the expense of shareholders and taxpayers alike. The arrival of GM, Ford, and Chrysler's CEOs in Washington Tuesday, each aboard private aircraft with an average price tag of 35M, is evidence enough.

Even after the initial cost of equipment, private jet owners, typically company shareholders, continue to pay colossal amounts for in house flight departments to oversee operations. A fleet of ten private aircraft controlled by a single company will on average cost \$20-30M per year to operate and several hundred million dollars to acquire.

Private jet travel is a necessity for many of the Fortune 500 companies being readily criticized. However, the multitude of options for which to secure lift in today's market offer a fiscally responsible approach and create a tough economic case against companies owning and controlling their own aircraft.

A growing number of small and medium-size corporations are efficiently using Jet Card Models, which provide guaranteed access without the responsibility of ownership, to accommodate their business travel needs and save tens of millions of dollars in doing so.

"It's funny how most self-made CEOs and entrepreneurs running companies they built from scratch have adopted the Jet Card Model, yet Fortune 500 executives retain a sense of entitlement and superiority with a dedicated fleet of aircraft costing millions of dollars a year to operate and maintain," says Paul A. Svensen, Jr., JetCard PLUS CEO.

With 2,500 executive jets within the United States meeting advanced safety regulations through ARG/US and WYVERN, there is no lack of safe, secure, and reliable aircraft readily accessible at a percentage of the cost of ownership. Jet Card membership has become an increasingly attractive option for clients who require guaranteed access to the safest and most luxurious private jets available, while remaining fiscally responsible.

Jet Card membership allows you to pay for only what you use, while maintaining a level of safety, service, and exclusivity that is associated with aircraft ownership.

Paul A. Svensen, Jr. developed the Jet Card model as founder of Sentient Jet in 1998 and has seen firsthand the industry's development with access to private jet aircraft becoming readily available over the years.

Today, Mr. Svensen's Jet Card Model has been implemented by every major business aircraft manufacturer and fractional jet provider in the country -- evidence that ownership is no longer the trend.

"Several years ago, consistent access to safe, quality aircraft was limited and left companies with little choice but to buy their equipment and create expensive flight departments to oversee operations. Today, access is readily available and at a fraction of the cost," says Mr. Svensen.

Mr. Svensen's company, JetCard PLUS, services a wide range of clientele with more than 70% flying for business purposes. Recently the company has seen a significant increase in the number of new clients abandoning the responsibility of ownership for the flexibility and savings of JetCard Membership. Members are attracted to the benefits the JetCard affords them, including the flexibility to utilize different-size and -type aircraft, ranging from a Gulfstream IV to a BeechJet 400A. "With complete access, companies no longer need to purchase multiple aircraft to meet their needs. For this reason alone, multi-million-dollar flight departments have been replaced with our 250K JetCard," Mr. Svensen adds.

Fortune 500 companies and senior executives should and can continue to exercise the efficiencies afforded by private jet travel, but with a far greater appreciation for expense and responsibility. The evolution of the industry and development of models, like JetCard PLUS's Membership Program, leaves no reason for excessive expense to continue to be irrefutably associated with private jet travel.

## About JetCard PLUS

JetCard PLUS is a leader in private aviation, offering customers the benefits of private jet ownership without the long-term financial commitment. JetCard Membership with JetCard PLUS is a cost-effective and risk-free alternative to fractional aircraft ownership. This unique private aviation program is designed to cater to businesses and individuals that require access to the finest, safest and most secure aircrafts in private air transportation at the most affordable rates in the industry. JetCard PLUS's range of services include private jet membership, aircraft sales and management, and private aircraft charter. For more information, please visit <http://www.jetcardplus.com>.

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