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*Air BP Introduces Powerful New Rewards Program: Bravo™
Available at Participating FBOs across the US and Canada*

Orlando, Florida – October 20, 2009 - Air BP is excited to announce the launch of the powerful general aviation (GA) rewards program Bravo™. After extensive analysis of Air BP customer needs and wants, the program was developed to offer more of what people have been seeking in a rewards program.

Bravo offers extensive reward options in terms of how members can spend their points with over 45 million merchandise options, including travel, savings bonds and event tickets. For those who are seeking something even more unique, the program offers a concierge service helping them to find custom items. Through the convenience of a secure Web site, Bravo members can track points, make purchases and receive alerts of discounted items of interest.

“We didn’t want to offer just any rewards program to our customers. Bravo was developed to be different and better than other available programs. More options, more flexibility and more value were the criteria we set and accomplished with this dynamic new program,” said Steve McCullough, Vice President Sales and Marketing, Air BP Aviation Services.

Through Bravo, members will also find flexibility for flight departments and pilots looking to divide rewards points among staff. Points can be divided between up to four crew members in addition to the schedulers and dispatchers. This flexibility in point awards is another way Air BP’s Bravo rewards program is able to address the individual needs of members.

Membership in Bravo is free and available through participating Air BP FBOs in the U.S. and Canada, online at MyBravoPoints.com and at GA industry events such as NBAA. Participating locations are listed on MyBravoPoints.com. The majority of participating locations will be available for Bravo point awards effective November 2 and a number of FBOs are already offering Bravo rewards.

“Offering customers an added value to their purchases at Air BP FBOs was the primary focus in the development of Bravo, but there’s also a strong desire for this program to make an impact through charitable giving,” according to McCullough. “Each year a few organizations will be identified for Bravo members to consider supporting.”

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