



MEDIA RELEASE

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For Immediate Release

Three-year transformation at air charter operation calls for new name: Grand Rapids Air Center

» Fixed-based operator (FBO) at Gerald R. Ford International Airport growing during tough times

(Grand Rapids, Michigan) -- Rapid Air, the fixed based operator serving Western Michigan, is pleased to announce it has changed its name to Grand Rapids Air Center effective immediately.

Paul Heule, President of Grand Rapids Air Center, says, "We are now a full-service Fixed Base Operator and are flying customers and cargo to over 15,000 locations in North America and beyond." He adds, "The name 'Grand Rapids Air Center' better defines our geographical location and the Western Michigan market we serve."

The organization was purchased by its current owners three years ago following in the previous owners' excellent reputation and solid history of almost 40 years of continuous service delivery. In the past three years, Grand Rapids Air Center has built new facilities, introduced more fuel efficient aircraft and implemented green initiatives. Also, the company recently received a Gold Plus rating from independent safety experts ARG/US.

"As security regulations, wait times and delays for commercial flights become increasingly cumbersome, Western Michigan executives seek alternatives," says Heule. "This is driving our growth and our desire to bring innovation to our industry in Western Michigan." For example, Grand Rapids Air Center offers charter flights with the Piaggio. It is considered best in its class in terms of fuel efficiency, comfort and speed.

In addition to all of the other amenities and services offered by Grand Rapids Air Center they now offer their customers even more value as a Bravo™ rewards program participating FBO. They've joined a growing network of other Air BP FBOs offering the most dynamic rewards program in the general aviation industry.

Grand Rapids Air Center accepts the Sterling Card and provides a full range of services such as air charters, onsite mechanics, Air BP fuel, and fully equipped meeting facilities at Gerald R. Ford International Airport in Grand Rapids, Michigan.

Visit www.graircenter.com for more information.

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