

## What is Joey?

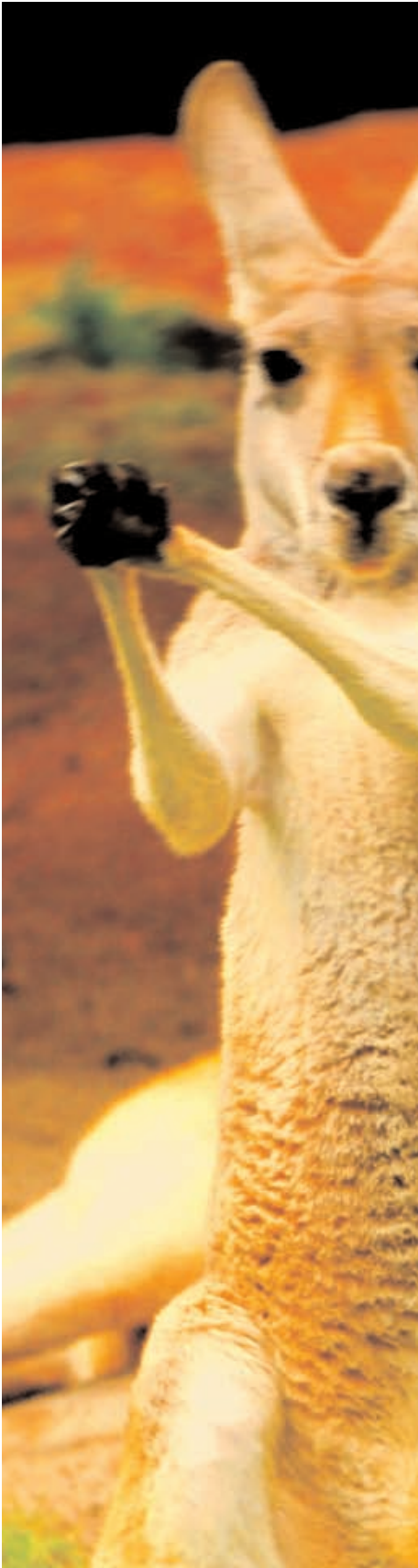
Joey has been in this business for 9 years and knows full well that technology can never replace the personal relationships that drive this industry. The lines are gray between customers, vendors and competitors. Who you trust to fly your clients comes down to much more than a computer generated price.

Joey is a communications platform designed to enhance these relationships and find new ones. Why wait for the next convention to let everyone know what you are all about? Joey is a comprehensive software package designed to help private air charter brokers and operators manage their retail client base. The package includes all the necessary tools to run a successful air charter brokerage, including a custom branded forward facing retail website, and a tailored administrative site to increase efficiency and productivity.

***“Joey will allow charter brokers and operators who previously lacked the infrastructure to successfully grow and manage their business to expand their trips and increase their revenue through this comprehensive software. Operators may have some retail clients who will now be able to request a quote from their site. If their jets are available they can provide a quick quote, book it and manage the customer service aspect of the flight from this package. If their jet is not available, they can quickly and efficiently outsource it thru LegFind.com, add an appropriate margin and track/manage the flight. The best part is that they can customize, add or change any feature to fit their needs, “*** says CEO and Founder Nathan McKelvey.

The thousands of details involved in getting a trip “right” are exhausting and take away from the most important asset of any aviation company “the human asset” meaning the time we spend developing and maintaining those critical relationships. Joey streamlines, automates and tracks all of those critical details and integrates additional lines of communication so the Human Assets can be far more productive.





## How does Joey do this?

In aviation, we have many different message types of varying degrees of importance, urgency and timeliness. Some, such as mechanical recovery, are time sensitive and urgent; while others, such as a trip requesting bids for an itinerary a month away, are less so. Choosing the proper delivery method for these messages has never been more important, as customers inundated with non-urgent messages often begin ignoring them. Furthermore, urgent messages need to be delivered in an efficient method in order to be received in a timely manner. Joey integrates the most appropriate delivery method for every message.

- **Web Access** – Integrating company data between three platforms (LegFind.com, your external company Web site and your internal company staff interface) allows the appropriate people to pull information when they need it then instantly communicate it to the necessary people. All three access points are password protected so information can be limited to the appropriate people.

- **Email** – This has been the industry standard in communication for the past 5 years. Unfortunately, email fatigue is setting in and users are having difficulty finding the time to sort through the hundreds of daily messages they receive. Urgent messages often get missed, and non-urgent ones are usually ignored. Joey primarily utilizes email for internal company alerts to sales, accounting or flight managers when certain actions take place such as a customer posting a trip, an operator posting a great bid or a sales person booking a trip. All of the actionable information can instantly be provided companywide or to the necessary staff to take additional action. This workflow and information exchange uniquely allows the organization to seamlessly inform the company what actions need to take place and what actions have already been performed.

- **IM/Video Conferencing with Skype** – LegFind.com has given out hundreds of Web cams to the industry so we can communicate with clients on a more personal level, and then integrated this technology into the LegFind.com platform. Point, click and connect to get in touch about availability, bids, trip confirmation or any other message instantly.

- **RSS** – This technology offers up a way for users to have an information feed at their fingertips to pull from when they need it. RSS is a direct connection to the LegFind.com database of availability and trips awaiting bids. Users can connect to this directly through their Microsoft Outlook (version 7.0 and later) or through their web browser, so they can access it when they need it most. You also have the opportunity to customize an RSS feed from your Web site so customers can access your discounted empty legs when they need them. You can also setup RSS feeds by state so, for example, your customers in New York can get a direct feed of empty legs into and out of the New York area.



## What does Joey include?

Joey includes both front and backend website technology allowing users the same functionality as the JETS.com retail site, and the LegFind.com administrative site. Functionality includes but is not limited to:

- Customizable forward facing web site to retail clients enabling them to:
  - Get price estimates for both managed and brokered aircraft;
  - Receive bids posted from the LegFind.com web site;
  - Book and manage trips including:
    - Sign contracts online or via email;
    - Add/edit passenger manifest;
    - View itinerary;
    - Add/edit catering and/or ground transportation;
    - View logs of flight tracking and management;
    - Update profile information;
  - Search for empty legs;
- Administrative site to manage the business;
  - CRM/Marketing:
    - User database with searches by:
      - Registration date;
      - Trips booked;
      - Trips posted;
      - Competitors;
      - Referral source;
  - Trip routing
  - Assignment of prospects and customers to sales people;
  - Email alerts for customer/prospect activity on the site such as:
    - Login to the site;
    - Booking notification;
    - Target bid obtained on client trip;
  - Concierge/Flight tracking;
    - Checklists with alerts for all details of the trip;
    - Bookings calendar ;
    - Deviation reporting and analysis;
    - Notams/metars and weather integration;
  - Accounting;
    - Revenue and Gross Profit analysis by company, sales rep or department;
    - FET reporting;
    - Jobs reporting and downloading into Excel for easy integration into accounting packages;
  - Quoting;
    - Integration into BART, CTA/FOS and CharterSuite

## What does Joey cost?

### Basic Pricing:

- Initiation Fee: \$750
- Monthly Fee: \$2,000 for up to 7 users
  - 75% of which is an available credit to be applied towards Catering and Dedicated Fleet bookings to Legfind.com.
  - Credit carries and expires after 3 months.
- Additional users can be purchased in increments of 5 at a price of \$1,000 a month.\*
- 200 user package is available for \$10K.\*

\*75% available credit applied towards Catering and Dedicated Fleet bookings to LegFind.com applies.

### Advanced Options

- Heavily trafficked sites will require a dedicated server for a one time purchase and installation charge of \$10,000 plus \$500/month for additional bandwidth.
- Nightly backup service is available for an additional \$50/month with unlimited retrieval options.
- Customization, which allows for additional branding and functionality, is available with a \$2000-\$10000 retainer depending on the size and scope of the project
  - Customization Rates:
    - Web Page Design: \$75/hour
    - Basic Programming: \$85/hour.\*
    - Advanced Programming: \$110/hour.

\*Additional pricing and details available upon request.

## How do I get Joey?

Joey is available for soft launch starting June 2008.

For more information please contact Nathan McKelvey at 617.471.5531 ext. 375.

