

FOR IMMEDIATE RELEASE

Private Jet Charter Clients Protected and Informed through RYL's Price Security Program

RYL, a private-aviation and lifestyle company, has created a Price Security Program for its new and returning clientele in order to ensure proper pricing through competitor comparison.

September 1, 2010 – Santa Monica, CA – In order to better serve its clients, RYL has introduced a Price Security Program that allows clients to compare RYL's jet charter prices with competitors. The Program pledges that RYL will match or beat any competitor's final invoiced quote for any safety-certified aircraft. This applies to any round trip chartered flight originating from the United States on turboprops, light, midsized, super-midsized and heavy aircraft.

RYL endeavors to make its own pricing procedures fully transparent to its new and returning clientele. The company will also break down and fully explain a competitor's final quote in its attempt to provide a fully transparent pricing experience to its clients and potential clients. Safety is paramount when traveling privately, and a client's full understanding of what they are paying for is an additional goal for RYL.

RYL strives to have fully informed clients who are knowledgeable about and comfortable with the decision they are making. The experienced and dedicated staff at RYL, through the new Price Security Program, will execute the company's goal of acquainting each client fully with the pricing procedures of RYL and the private aviation industry.

Additionally, for added value and peace of mind, RYL's Price Security Program aims to fully inform new clients on the many variables and factors that comprise a final quoted price for a private jet charter. Potential clients booking their first jet charter will find comprehensive service at RYL. The Price Security Program goes above and beyond RYL's already high service standards by setting aside time to answer any questions a potential client may have regarding the pricing involved in chartering a private jet.

For returning clientele, the Pricing Security Program is equally important—RYL's staff welcomes questions on any changes to charter pricing that occur between bookings. To ensure that their clients are fully informed about their flight, RYL provides up-to-date and current information on pricing procedures within the industry each time a customer charters an aircraft.

Finally, in addition to RYL's focus on transparent pricing, the Pricing Security Program aims to give back. In the instance that RYL cannot meet or beat a competitor's final invoiced price, the company will donate \$250 to a charity of the client's choice.

About RYL

RYL is an international private aviation and lifestyle company based out of Santa Monica, California. From on-demand private jet charter to jet management and outright ownership, RYL's mission is to deliver peace of mind to its discerning clientele. Global access to fleets ranging from helicopters to converted airliners, as well as knowledgeable around-the-clock service, makes RYL particularly suited to serve distinguished clientele who need efficient travel services.

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