

## **FOR IMMEDIATE RELEASE**

### **Introducing *Luxury Luminaries*, RYL's Unique Business Interview Series**

*RYL, a private jet and lifestyle company, endeavors to serve its clientele with valuable information through its new interview series, *Luxury Luminaries*. Through the series, RYL will have exclusive access to CEOs of major brands and other business influencers in the luxury industry, publishing the resulting pieces across various channels and providing readers with interesting and beneficial insights.*

November 12, 2010 – Santa Monica, CA - As of autumn 2010, RYL, a private jet charter provider, will initiate a unique new feature for its existing and potential clients—an interview series with luxury industry executives for the benefit of company's high-end clientele. *Luxury Luminaries* will highlight major influencers in today's luxury industry and delve into their depth of knowledge through an intimate question-and-answer format.

RYL recognizes that today's consumer is information seeking and value driven, especially among private jet charter clientele. With this in mind, the company sought out major industry influencers to create *Luxury Luminaries*, an interview series with the executives of distinguished luxury brands that will provide as much relevant and up-to-date information to the company's clientele as possible.

The interviewees will share their thoughts, opinions and predictions regarding the luxury lifestyle industry—readers will find out how major influencers define the idea of luxury, how they have created successful businesses based on luxury offerings, and what they think about the changing face of the demands of high net worth individuals. Readers will take away information about how these iconic brands have evolved over time and found methods not only to cater to their exclusive demographic, but also to provide value in their respective niche of the luxury market.

In addition, the *Luxury Luminaries* series will serve as an opportunity for luxury experts within their respected fields to showcase their brand and share their unique perspective on the luxury industry. These luxury brands are continually successful, even in the changing face of the economy and its significant impact on the luxury niche—current and potential private jet travelers and aviation enthusiasts will benefit from the expert advice of the brands' impressive leadership

Along with the incredible insights revealed in these interviews, RYL also offers comprehensive business and luxury travel guides to the destinations most frequented by private jet travelers, a regularly updated blog with news and commentary from the luxury sector, and extensive safety and pricing information for private jet charter service on its website, RYLjets.com. The new addition of the *Luxury Luminaries* series will continue RYL's philosophy of providing existing and potential clients and website users with thorough knowledge about the aviation industry and a fully transparent representation of the RYL brand.

#### **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.

**Contact:**

Andres Sistos  
1223 Wilshire Blvd.  
#1215 Santa Monica, CA  
90403  
877.391.6161