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## **DB Aviation Unveils New Brand and Solidifies Strong Market Position**

**Waukegan, Ill. - January 27, 2010** – DB Aviation, a leading private aviation solutions company, unveiled this week its new corporate identity to customers and the private aviation industry. The new brand reinforces the company's continued focus on customer satisfaction and safety, while solidifying its position as a leading charter, management and maintenance service provider.

DB Aviation's new logo includes a sleek, elegant typeface, as well as a stylized, more approachable private jet image. The company is retaining the tagline "Luxury in Motion" which conveys DB Aviation's strong commitment to providing personalized and discreet private jet travel solutions for customers throughout the United States.

"Our highly customized and intuitive level of customer service ensures that we meet our customers' personal and business travel needs every time they fly with us," said Dave Brittsan, president and chief executive officer of DB Aviation. "Our new brand identity embodies this core value and will help us carry out this vision, particularly as we continue to grow our operations and offerings."

The unveiling of DB Aviation's new corporate identity follows several strategic business developments for the company during the past year. They include:

- DB Aviation expanded and continued to diversify its fleet of 32 managed aircraft located throughout the United States. This year's additions included a Citation Excel and Citation II at Austin Straubel International Airport (GRB) in Green Bay, Wis., a Lear 60 at Kenosha Regional Airport (ENW) in Kenosha, Wis., a Citation CJ3 at Lewis University Airport (LOT) in Romeoville, Ill., a Lear 40XR at Chicago Executive Airport (PWK) in Wheeling, Ill., a Citation Bravo, Hawker 800XP and Falcon 900 at Waukegan Regional Airport (UGN) in Waukegan, Ill., a Citation III at Aurora State Airport (UAO) in Aurora, Ore., a Gulfstream G III at St. Paul Downtown Airport (STP) in St. Paul, Minn., and a Premier 1A at Draughon-Miller Central Texas Regional Airport (TPL) in Temple, Texas.
- As part of the company's new brand identity, DB Aviation has renamed its FBO the DB Flight Center. Located at DB Aviation's corporate headquarters just outside of Chicago in Waukegan, Ill., the DB Flight Center offers choice amenities and convenience to crew and customers. In 2009, the DB Flight Center also opened a 43,000 square foot hangar named Delta 2, further enabling the company to provide excellent flight maintenance and management services.
- Senior leadership made a series of strategic personnel moves including the appointment of a new chief pilot, Frank Vondrak, to oversee flight operations, as well as the promotions of Jeff Konz and Derek Lang to director of business operations and director of account services, respectively.
- In addition to expanding its fleet, personnel and offerings, DB Aviation opened two sales offices at Chicago Executive Airport and DuPage County Airport in West Chicago, Ill.,

thereby enabling the company's sales team to leverage the growing demand for DB Aviation's services.

The official roll-out of DB Aviation's new brand culminated at the National Business Aviation Association's annual Schedulers & Dispatchers Conference in San Antonio featuring members of the private aviation industry. The company's new branding campaign is rolling out via online, print and direct mail marketing to customers and industry contacts during the next several weeks.

"The unveiling of our new brand marks a milestone moment for our company," added Brittsan. "Armed with our new brand identity, experienced team and diverse range of private aviation solutions, we're well positioned to maintain the momentum of the past year and begin 2010 on a strong note."

**About DB Aviation**

DB Aviation, Inc. is one of the nation's largest aviation solutions firms offering Aircraft Management, Executive Air Charter, Jet Maintenance and Executive FBO Services. DB Aviation offers a diverse fleet of aircraft, strategically positioned around the country available for charter 24/7. DB Aviation is proud to hold some of the highest safety ratings in the aviation industry with an ARG/US Platinum rating and IS-BAO certification. For more information about DB Aviation, Inc., visit [www.dbaviation.com](http://www.dbaviation.com).