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Finally: A Program That Really Makes Progress in Enrolling New-Pilot Starts!
Success Rate and Growth Prove the Program; Popular as Corporate Incentive and Reward

October 29, 2008 Smyrna, Tennessee: Pilot Journey's program is designed to be effective in capturing those with the desire and wherewithal to commit to becoming student pilots. The program's success comes largely from its support base of existing pilots, people who know what it is to be a pilot and what it takes to become one: dedication, some brains, and the commitment of time and money necessary to achieve the ultimate thrill of flight.

"The economy may be slowing," said Gary Bradshaw, President of Pilot Journey, "but the dream of flight is as strong as ever, and people are realizing that the big dreams are the important ones. Starting someone on his or her 'big dream' is a great way to show how much you value them and their dream."

September's numbers prove it, as 2266 leads went to participating flight schools, a 57% increase over September 2007. Growth has been so great, in fact, that Pilot Journey now utilizes a 24/7 call center to confirm flight school authorizations for Discovery Flight Certificates.

Part of that growth was due to an increasing recognition of Pilot Journey's Discovery Flight Certificates as corporate rewards and incentives, as high achievers at such diverse entities as Citi Bank VISA and Red Bull are experiencing. It's true: Pilot Journey "brands" the companies' incentive and rewards plans to reinforce corporate awareness and team appreciation.

Many programs exist to get people into the air for the first time, but the Pilot Journey program is designed to get people into the air for the *second* time, and the third, on to solo... and beyond. What's neat about this program is that it works!

From selection (often by existing pilots) through preflight orientation with Pilot Journey's professionally-produced "Reach for the Sky!" CD, the prospect is given enough information to overcome that initial apprehension of stepping into the unknown. Then, when it's time for that first flight at one of Pilot Journey's 400+ Discovery Flight Centers (available in all 50 states), the student, instead of wondering at every step what's going to happen next, is in the mode of, "I understand what's going to happen, I'm ready, and I can't wait!" To reinforce the Discovery Flight, participants are rewarded with an official Certificate of Accomplishment, plus what may be the ultimate hook: their own Pilot's Logbook.

After 30-40 minutes of the first flight/lesson, the prospect has turned curiosity about flying into enthusiasm for flight. Pilot Journey claims a "conversion rate" that's three times more effective than other learn to fly programs.

For more information on the Discovery Flight program visit www.pilotjourney.com, or call (888) 696-2390 to tailor your own corporate promotions and rewards program.