

November 1, 2010



Marketing Update- AvCard Promotion

Effective Immediately

The NBAA show was a success with a significant amount of buzz around our AvCard/Flybuys promotion. Our booth was very active and participating dealers have reported favorable pilot interest.

The good news is that effective November 1, 2010, processing rate on AvCard transactions will be decreased from 3.5 % to 1.95%. This rate is for the prompt pay option (most of our network is on prompt pay settlement).

Starting January 2011

Starting in January 2011, all AvCard transactions processed in the Hiller FBO network will award FlyBuys points. Our program is tailored to both the flight department and pilot.

How the program will work:

- Eligible FBO Locations

All Chevron/Texaco branded FBO's and other participating Hiller dealers

- FlyBuys Award Cost

Included in the 1.95% processing rate

- Front Counter Procedures

Swipe the AvCard, the points will be assigned to the AvCard cardholder

- FlyBuys Points Allocation

The cardholder logs into the Hiller web portal. On a per transaction basis, assigns points to the company, pilot/pilots, schedulers /dispatchers, or donated to charity.

Avcard is accepted in over 7500 locations. Over 12,000 corporations and 20,000 pilots regularly use Avcard as the preferred method of payment in the general aviation.

Our solution is simple, easy for the FBO.

Pilots will love the flexibility to assign points and the lack of hassle at the FBO counter.

Creating Value. Delivering Results.