

# SURFAIR

## **SURF AIR EXPANDS SERVICE TO FOUR NEW CALIFORNIA DESTINATIONS**

*Daily Departures Increase to 90 per day to Meet Significant New Member Growth Demand*

**(SANTA MONICA, Calif.) – April 13, 2015** – In a development that represents a 40 percent growth of its existing network, **Surf Air**, the nation’s first All-You-Can-Fly private membership club, has announced that it will begin service to four new California destinations in 2015 including Santa Rosa, Monterey, Sacramento and Palm Springs. These new destinations provide desirable access to underserved markets that offer tremendous business and leisure opportunities—including state and local government, wine country tourism and seasonal vacation traffic. Along with new membership options and benefits, these are the first of many changes taking place in 2015 for the rapidly growing company, which plans to nearly triple its fleet to meet the increasing demand of an expected 3,000 members.

“To continue to make our travel experience as convenient as it can possibly be, we’re building a network that’s as well connected as our members,” said Jeff Potter, CEO of Surf Air. “We are responding to the desires of our members and prospects to expand our daily service to key new markets across the state as well as add additional flight options in our existing route network.”

By adding new destinations and frequencies, Surf Air is poised for significant growth in 2015 and plans to acquire five additional new Pilatus PC-12 aircraft for 45 new daily departures—double its current capacity—to accommodate the additional members the club expects to add this year.

New destinations include:

- Santa Rosa – Charles M. Shultz / Sonoma County Airport (STS) – Starting May 22 to/from LA Metro (Hawthorne) and San Carlos
- Monterey – Monterey Regional Airport (MRY) – Starting July 20 to/from LA Metro (Hawthorne) and San Carlos
- Sacramento – McClellan Airfield (MCC) in McClellan Park, CA – Starting August 24 to/from LA Metro (Hawthorne), San Carlos and Santa Barbara
- Palm Springs – Bermuda Dunes Airport (UDD) – Starting November 5 to/from Burbank and Oakland

As Surf Air expands to more of California’s most desirable destinations, the company also wants to enhance the membership value to both current and prospective members. As such, the company is introducing a new annual membership option that includes the benefit of at least four complimentary round-trip guest flights each year. Members also have the option to purchase round-trip guest flights at a reduced rate for a limited time. Currently, Surf Air membership starts at \$1,750 per month for unlimited flights. Individual, Family, and Corporate memberships are also available.

"We've had proven success with business travelers in our existing network. What makes these new routes so ideal is their equal appeal to leisure travelers," said Sudhin Shahani, Executive Chairman of Surf Air. "Not only will our members have a convenient way to attend meetings and expand their businesses in other key California cities, they'll also have the freedom to fly spontaneously from LA to Monterey or Sonoma for the weekend. The combination of new routes and expanded guest privileges with our new annual memberships will make our service even more valuable to members."

The club is already receiving high praise from members it serves.

"Surf Air is a first class experience with an amazing network of members," said Mike Walsh, Surf Air member, investor and General Partner at Structure Capital. "It's been incredible for business - I've met seven investors for my fund in-flight. Members seem to want to collaborate with other members so the business conversations flow naturally, making it the perfect combination of community and airline."

#### **ABOUT SURF AIR**

Surf Air is the nation's first private air travel club offering unlimited monthly flights. Geared toward frequent regional business and leisure travelers, Surf Air provides a hassle-free flying experience in the company of an inspiring member community. Its growing fleet of executive private aircraft operates from convenient private airports in the San Francisco Bay Area, Los Angeles Metro Area, Santa Barbara, and Truckee/Lake Tahoe, with service soon to launch in Santa Rosa, Monterey, Sacramento, Palm Springs, and additional locations to follow. For additional information visit [www.surfair.com](http://www.surfair.com), [facebook.com/isurftheskies](https://facebook.com/isurftheskies) and [youtube.com/isurftheskies](https://youtube.com/isurftheskies).

#### **CONTACT:**

For more information about Surf Air please contact Courtney Lis at [Courtney@vocapr.com](mailto:Courtney@vocapr.com) or (970) 581-6231.