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SURF AIR CELEBRATES 3RD ANNIVERSARY WITH DIGITAL REDESIGN

All-You-Can-Fly Membership Club Reveals Re-Envisioned Digital Experience To Mark Milestone

Santa Monica, CA – June 30, 2016 – Today, [Surf Air](#), the world's first all-you-can-fly membership club, introduces a new website, bringing the unique benefits of membership to life through stunning photography, illuminating benefits of the club, Member profiles, and more. The redesign comes at an exciting time for Surf Air, as the brand celebrates three years of service and the milestone of 3,000 active Members.

“For the past three years, Surf Air has been a leader in transforming air travel,” said CEO of Surf Air, Jeff Potter, about this milestone. “As we enter our fourth year of service, we want to ensure the Surf Air digital experience continues to reflect the innovative thinking our Members associate with the company.”

The new brand website features industry-leading design and functionality, including the following updated features:

- **Designs that change locations as quickly as you do:** Aerial footage of key California landscapes along with shifting imagery based on actual location give an added personal layer to the user experience.
- **One place for everything:** With viewing of time saved on routes, destination-first booking that includes “like airports”, and visualizations of real-time Surf Air flight activity, Surf Air is making it easier than ever to search and book any of 17 daily flights between LA and the Bay.
- **Creating community:** Member profiles and destination-specific recommendations give users an inside look at the club's unique California culture.
- **Updates aren't only for Members:** Prospective members can purchase and book test flights from the Surf Air website.

In re-envisioning their digital presence, the company's aim was to create a website experience that far surpasses the transactional scope of traditional airlines and treats every user as if they are already a Member. By enlisting digital design agency King & Partners and Surf Air Member Alan Eyzaguirre, who are both renowned for their work with fashion, lifestyle and technology's most premium brands, Surf Air was able to bring this aspirational vision to life.

“Working with a team of such inspiring visionaries and business disruptors gave us a thrilling opportunity to merge beautiful designs with the most sophisticated technology of today, and create a truly unique and immersive user experience,” said Tony King, Founder and CEO of King & Partners. “Our agency is all about pushing the boundaries, challenging the status quo and preserving brand authenticity, and partnering with Surf Air allowed us to execute on all those fronts.”

Surf Air is the California travel alternative, saving travelers up to two hours on every trip. With up to 90 daily flights to 13 California cities, Members experience seamless daily service between Silicon Valley and Silicon Beach. With streamlined booking and service exclusively from convenient private terminals – where you can arrive just 15 minutes before your flight – their fleet of Swiss-designed Pilatus aircraft with bespoke executive leather interiors provides maximum comfort at the height of smart flying.

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"With a company as exciting as Surf Air, I really wanted to get involved, and the team was so open to feedback with regards to brand and message refinement," said Alan Eyzaguirre, brand consultant and former Apple marketing director. "The new website truly reflects what is so exciting about the company."

For more information about Surf Air and how you can become a Member, please visit www.surfair.com.

ABOUT SURF AIR

Surf Air is the nation's first private air travel club offering its Members 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 operate from convenient private terminals in the San Francisco Bay Area, Los Angeles Metro Area, Santa Barbara, Truckee/Lake Tahoe, Napa, Monterey, Sacramento, Palm Springs and Las Vegas, (operated in partnership with Advanced Air) with additional locations to follow. For more information, visit www.surfair.com, [facebook.com/surfair](https://www.facebook.com/surfair) and <https://www.youtube.com/c/surfair>.

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