



Thales and JETERA Enter an Agreement for Inflight Targeted Advertisements

September 8, 2008 - Long Beach, CA, - Thales, a leader in passenger entertainment systems, announced that it has signed an agreement with JETERA Inc., who will support Thales' ability to provide targeted advertising through the Thales TopSeries Inflight Entertainment system. The agreement covers use of JETERA's patent pending Targeted Content Delivery System to provide ad campaign management, ad insertion, ad delivery, ad targeting, financial reconciliation and the ad analytics necessary to accurately measure return on investment.

"We are pleased to be working with JETERA and anticipate that our joint efforts will enable us to provide airlines with a very attractive way to integrate advertising into their IFE systems," said Alan Pellegrini, Vice President and General Manager for Thales' In-flight Entertainment business. According to Andre F. Bourque, Business Development Manager for Thales, "Thales and JETERA have been promoting this new advertising solution to airlines over the past year and the response has been strong." This new advertising capability is expected to launch in 2009.

"This new business relationship between Thales and JETERA unleashes the latent advertising value that brands seek with a captive airline audience, while simultaneously providing each participant airline with an improved passenger experience and much welcomed new ancillary revenue," stated Jeff McChesney, JETERA, CEO. "We are extremely pleased to join with Thales and their industry-leading IFE suite of equipment and services, to bring the full power of Web 2.0 advertising technologies into the airline market."

About Thales

Thales is a leading international electronics and systems group, addressing defence, aerospace and security markets worldwide. Thales's leading-edge technology is supported by 22,000 R&D engineers who offer a capability unmatched in Europe to develop and deploy field-proven mission-critical information systems. To this end, the group's civil and military businesses develop in parallel and share a common base of technologies to serve a single objective: the security of people, property and nations. The group builds its growth on its unique multi-domestic strategy based on trusted partnerships with national customers and market players, while leveraging its global expertise to support local technology and industrial development. Thales employs 68,000 people in 50 countries with 2007 revenues of €12.3 billion. For more information about Thales Inflight Entertainment Systems visit www.thales-ifs.com.

About JETERA, Inc.

JETERA™, Inc. combines travel reservation and demographic data to create a dynamic marketing segmentation and pricing exchange that creates new value for marketers, brands, travel partners and ultimately, for travelers. The company began commercial operation in 2006 and is majority owned by Venture Capital and Consulting Group, LLC. Website: www.jetera.com

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