



JETERA, Inc. Receives 2008 Company to Watch Award

Dolce Innovation & Leadership Center, Norwalk CT, September 16th, 2008 – JETERA, Inc. “JETERA” today received the 2008 Company to Watch Award from the Connecticut Technology Council, Innovation Pipeline Awards. The Connecticut Technology Council is a statewide association of technology oriented companies and institutions, providing leadership in areas of policy advocacy, community building and assistance for growing companies. The award is given to companies that have demonstrated significant achievement or distinction in the areas of technology innovation and focuses primarily on younger, emerging technology companies.

“We are really pleased to receive this award as it reflects our growing partnership with Connecticut for rapid job growth into 2009, while recognizing us for the revolutionary business model we are bringing to market,” stated Tom McClain, Chairman of JETERA, upon receiving the award.

Jeff McChesney, JETERA’s CEO further stated, “This award again demonstrates our goal of creating new, innovative products in the advertising and airline industries. Our targeted advertising capability should revolutionize digital advertising onboard airplanes and provide passengers with relevant, timely and actionable ads and offers.” Mr. McChesney further stated, “As JETERA dramatically expands our Inflight Entertainment advertising ad network, as part of the Out-Of-Home (OOH) advertising media space, our joint partnership with Connecticut will play a crucial role in accelerating us into a leadership position.”

For more information please contact Jeff McChesney at JETERA, jmchesney@jetera.com or 203-434-5866.

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 Out-of-Home ad network company began commercial operation in 2006 and is majority owned by Venture Capital and Consulting Group, LLC. Website: www.jetera.com Blog: <http://jetera.blogspot.com>