



JETERA Delivers Keynote Speech on Targeted Advertising At the Ancillary Revenue Airline Convention

Danbury, CT October 30, 2009 - JETERA Inc. today announced that Jeffrey A. McChesney, CEO delivered the keynote closing speech on the value of Targeted Advertising to the Ancillary Revenue Airline Convention, ARAC.

JETERA delivered the keynote closing speech to the Ancillary Revenue Airline Convention in Huntington Beach, CA October 21-24, 2009. Jeff McChesney, CEO, was asked to speak specifically about making targeted marketing a reality today and driving the ancillary revenue of tomorrow. The focus of the speech was for airlines, railroads and high-speed ferries to repurpose the data and information they already possess to create new publishing space and opportunities for targeted advertising. Jeff McChesney, CEO, stated, “by using already possessed segmentation information about their passengers in new ways, transportation industry companies can utilize a digital ad network to deliver personalized advertising, that is timely, relevant and actionable by each passenger for where and when they are traveling. This new ability to bring highly personalized messages from advertisers directly to the customers they seek is enhanced by also having a captive audience.”

JETERA’s Precision Ad Network provides multiple delivery channels for advertisers to reach travelers at various touchpoints, before, during and after their travels. The first two delivery channels have previously been announced, Precision Ads – IFE (In-Flight Entertainment) and Precision Ads – POS (Point of Sale). JETERA intends to expand the Precision Ad Network with additional delivery channels in the near future; thereby providing advertisers multiple opportunities to reach their desired audience with various messages through many media channels, and providing passengers with valuable offers they can use immediately.

For more information please contact Jeff McChesney, jmcchesney@jetera.com or 203.434.5866.

About JETERA

JETERA has developed a patent-pending system and method for advertisers to deliver 1-to-1 direct marketing, finally connecting travelers with offers that are personalized to their interests, and perfectly timed with their itinerary. Offers can be delivered through multiple points during each individual’s travel experience, including direct mail, email, mobile phones, kiosks, interactive seatback screens and point-of-sale devices. Founded in 2007, the company is majority owned by Venture Capital and Consulting Group LLC. For more information please visit www.jetera.com.