



Bob Lewis Named to JETERA Board of Advisors

Danbury, Conn. October 31 – JETERA™ LLC (www.jetera.com) today announced that Bob Lewis has joined the company’s Board of Advisors. Lewis recently retired from General Electric after 33 years. He spent his entire GE career in the financial services sector and during the last 15 years was President and CEO of GE Structured Finance Group. Commenting on his appointment, Tom McClain, Chairman of JETERA, said, “Bob’s expertise as a financial strategist, deal-maker and investor will now be available to us as we conclude the arrangements that will bring our operational prototype to market.”

Jeff McChesney, CEO of JETERA, said, “We already have world-class financial guidance from our CFO, Chet Geveda, former CFO of Dun & Bradstreet and an investor in JETERA. Bringing Bob onto our Board of Advisors will add an equally strong financial skill-set into the company as we close fundraising of our seed round and set up our first-round raise.”

Lewis has watched the company over the last year as it prepared itself for market entry. He said, "JETERA offers a substantial and unique revenue resource to airline customers, advertisers and strategic partners. I've been impressed with the management team's ability to adjust its thinking regarding the best ways to maximize JETERA's value based on market conditions, as well as customer and partner input.”

JETERA™ LLC 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 Blog: <http://jetera.blogspot.com>