



JETERA Completes Production Software for Targeted Advertising Engine

Danbury, CT April 4, 2009 - JETERA Inc. today announced completion of the production software for the targeted advertising engine at the core of its in-flight entertainment solutions.

JETERA is proud to announce the effective completion of the production software for its industry-leading targeted advertising engine. This engine performs the core functionality for the in-flight entertainment (IFE) targeted advertising solution. It provides digital, multimedia ads personalized to each individual passenger at their interactive seatback screen. In particular, **the core engine includes an ad delivery system, an ad targeting system, associated logic with a software configurable, business rules system and robust logging routines for metrics and analysis.** As a result, JETERA will deliver ads that are timely, relevant and actionable to each passenger, based on when, where and how they are traveling.

“This is a very important milestone for JETERA as we bring a new ancillary revenue opportunity to the world’s airlines,” stated Jeff McChesney, CEO. “This production software forms the basis of our ‘secret sauce’ and allows us to quickly and easily repurpose and customize the engine for each individual airline’s particular needs. It also revolutionizes the way ads are inserted into IFE systems by replacing the traditional, long and labor-intensive methodology with a dynamic, digital and highly responsive ad network. Depending on how each airline implements the engine to add value to their passengers’ experience, advertisers and brands will now be able to insert ads monthly, weekly, daily and even between flights, to meet their ever-changing marketing needs. As a result, advertisers and brands will pay premiums to manage much more effective campaigns, and each airline will earn significant ancillary revenue in the process. Everyone is a winner – the airline, the advertisers and most importantly, the passengers.”

For more information please contact Jeff McChesney at JETERA, Jmcchesney@jetera.com or 203.434.5866.

About JETERA Inc.

JETERA™ is a privately funded, 2.5 year-old firm that delivers targeted advertising to individual airline passengers on interactive seatback screens, bringing much needed ancillary revenue to our partner airlines. The company began commercial operations in 2007 and is majority owned by Venture Capital and Consulting Group, LLC. Website: www.jetera.com Blog: <http://jetera.blogspot.com>