



JIM PARKER, FORMER CEO SOUTHWEST AIRLINES, JOINS JETERA'S BOARD

Danbury CT, November 14, 2008 - JETERA Inc. is pleased to announce Jim Parker, the former CEO of Southwest Airlines, has joined JETERA's Board. "We are delighted Jim has joined our Board," said Tom McClain, Chairman of JETERA. "His exceptional airline operations and customer service expertise will greatly enhance our company's entry and success in the market. We could not be more pleased with Jim's belief in Jetera by taking a position on our board."

Mr. Parker was the CEO at Southwest Airlines from 2001 to 2004. Prior to becoming CEO, he was Southwest's General Counsel for 15 years. During his tenure, Southwest was named as the most admired airline, and one of the three most admired companies in America by Fortune magazine. Jim was also named co-CEO of the Year in 2001 by Morningstar.com and was named to Institutional Investor's list of Best CEO's in America in 2004. He retired from Southwest in 2004 and now serves on the Texas Roadhouse Restaurant Company Board and also on the Advisory Council for the MIT Sloan Business School Leadership Center.

"We are very proud Jim has agreed to join our Board," said Jeff McChesney, CEO of JETERA.

"Jim is a CEO role model and brings much needed experience and expertise to the key strategic decisions we are charting for our emerging company. We now have a robust Board providing superior guidance and advice, which complements a superior targeted advertising product, a talented and agile team, and enduring strategic partnerships. As we complete our current round of venture capital funding, all of the ingredients are in place for JETERA to exceed expectations and provide exceptional value to our investors, to the airlines, to our partners, to advertisers and ultimately to the passengers."

For more information please contact Tom McClain at JETERA, tmclain@jetera.com or 203-739-5072.

About JETERA, Inc.

JETERA™ is a privately funded, 2.5 year-old firm that delivers targeted advertising to individual airline passengers on seatback screens, bringing much needed ancillary revenue to our partner airlines. The Digital Out-of-Home ad network 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>