



October 30, 2008

## For Immediate Release

### SK Jets launches new "GENESIS" charter program simplifying private jet travel.

Saint Augustine, FL. – SK Jets, a private luxury jet charter company, announced today the roll out of their cutting edge "GENESIS" charter program aimed at simplifying jet travel through the purchase of hourly and or monetary blocks.

"The ability to purchase simple blocks of time in five hour increments, starting at only ten hours, allows entry into the luxury jet charter arena without a large capital outlay. With the purchase of a ten hour block we grant you a complimentary hour of free flight time and offer to increase the free flying time as your purchased hours increase. We also offer the flexibility to deposit monetary blocks that provide savings via discounted flight rates depending on the amount deposited. "GENESIS" unique features include no membership fees, no time limit for usage, it's completely refundable, and the blocks are transferable between family and business associates." states E. Hoke Smith, President and CEO.

SK's "GENESIS" also incorporates fiscal peace of mind by allowing its clients the ability to "lock in" their base hourly rate and *even* their fuel surcharge. "We understand the current economic climate has caused tightening of expenditures with many companies. This is why we feel any savings we can pass through to our clients by locking in guaranteed prices allows them to budget expenses while gaining from the use of our professional charter services. We have even gone the extra mile by allowing *any* customer that purchases one of our "GENESIS" program levels to become an automatic member in our ever expanding executive level SK Concierge Service. We assure you that "GENESIS" will provide the perfect balance of *value, flexibility, and efficiency* and exceed your expectations as the premier jet charter program solution." Claims Hoke.

To contact SK Jets regarding "GENESIS" and or this piece you may call Chris P. O'Leary in Business Development p. 904.826.6100 t. 866.564.4782 or email [genesis@sk-jets.com](mailto:genesis@sk-jets.com).  
Company website: [www.sk-jets.com](http://www.sk-jets.com)