



# News Release

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## **FOR IMMEDIATE RELEASE**

### **NEW SILVER AIRWAYS BRAND, LOGO UNVEILED**

*Benefits of turboprop aircraft a key component of new positioning*

**FORT LAUDERDALE, FL – (December 15, 2011)** – Silver Airways Corp, a new regional carrier launched with assets from the former Gulfstream International Airlines, unveiled its new brand and logo at a special launch event held in Fort Lauderdale today. Developed in conjunction with Aerobrand, a New York/Miami-based brand strategy and design firm exclusively focused on the world of airlines and aerospace, the new Silver Airways brand espouses core values of professionalism, quality, vibrancy and trust, while also highlighting the benefits of turboprop aircraft.

“The notion of encouraging our passengers to embrace the turboprop as a preferred aircraft type was very important in the development of our new brand,” said Darrell Richardson, CEO of Silver Airways. “People are often surprised to learn how fuel efficient, quiet, comfortable and reliable modern turboprops like the Saab 340 really are. Turboprops are our lifeblood, so the more we can get passengers to love them, the more they’ll love flying with us.”

The new Silver Airways logotype is derived from the spinning propeller blades of a turboprop engine like those found on the Saab 340Bplus and Beechcraft 1900D aircraft that comprise the Silver Airways fleet. Facts and statistics touting the exceptional fuel efficiency among turboprops versus jet aircraft are also prominently displayed on bright, fuchsia-colored engines aboard each Silver Airways aircraft, with messages plainly visible from inside the cabin.

The name and use of the color Silver in the logo represents core values of dignity, refinement, quality and trust. Silver is complemented by charcoal gray, further emphasizing core values, while also espousing confidence in the airline’s growth plans. Fuchsia softens the brand palette, adding vibrancy and helping Silver Airways planes stand out in the many varied weather environments in which they operate.

The new name and brand will officially become effective December 15, 2011 when Silver Airways welcomes the first of six recently purchased Saab 340Bplus’ to its fleet. The aircraft, which will be deployed along the carrier’s Florida-Bahamas routes, will feature the new Silver Airways logo and a completely re-designed livery.

#### **About Silver Airways**

Silver Airways Corp. (IATA: 3M) is a U.S. airline operating 100+ daily scheduled flights to/from 29 gateways in Florida, The Bahamas, Montana, Ohio, New York, Pennsylvania and West Virginia. The company is owned by Victory Park Capital, a Chicago-based investment firm that initially launched the airline as VPAA Co. dba/Gulfstream International Airlines in May 2011 following the acquisition of select assets from the former Gulfstream International Airlines, which filed for bankruptcy in November 2010.

Silver Airways is headquartered in Fort Lauderdale, FL and operates under a principal code share and alliance agreement with United Airlines and Copa Airlines. The Silver Airways fleet is comprised of 21 Beechcraft 1900D aircraft (maximum seating capacity: 19 passengers), each powered by reliable, fuel-efficient jet-turbine engines. Six additional Saab 340Bplus aircraft, with seating for 34, will be added to the Silver Airways fleet between December 2011 and July 2012.

For reservations and more information on Silver Airways, please call 1-800-231-0856.

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