



PRESS RELEASE

Flyte Tyme Worldwide Taps FleetBOOK for Affiliate Network

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Flyte Tyme Worldwide, one of the nation's premier providers of ground transportation services, announced today the launch of its integration with FleetBOOK to manage affiliate relationships.

Flyte Tyme, headquartered in Mahwah, NJ, with offices in New York City, Princeton, and Philadelphia, operates 350 vehicles throughout the NY Tri-State area and the Greater Philadelphia area. Additionally, the company has a network of affiliate service providers in 350 cities worldwide. Prior to the integration, the company relied on a team of operators to send, receive, record and update reservations farmed out to this network. Facilitating the high volume of reservations as well as maintaining superior quality control rendered the process costly.

"Our corporate and retail customers have come to rely on us to provide top quality, reliable service in their local markets, and they now demand the same level of service and management in destination cities, said Flyte Tyme CEO Tim Rose. "We need an army of people just to monitor the movement of reservation data among our affiliates, adding to the cost of doing business. With FleetBOOK, we intend to do a much better job of reservation transfer, but with fewer people and at a great cost savings."

FleetBOOK is a central switch that enables limousine service providers to select reservations to outsource to an affiliated company, and enters the ride data directly into the affiliate's reservation system. Any changes or updates to the reservation are automatically transmitted to the affiliate's system in real time, eliminating the need for faxing or multiple phone calls. FleetBOOK has completed integrations with the industry's leading software providers, allowing ride data to flow seamlessly among limo companies using dissimilar software.

FleetBOOK president Mark Kenny added, "To have one of the country's largest, fastest growing and most influential companies see the value in our service is a great compliment. Flyte Tyme will be able to reduce its headcount and attendant costs, while increasing transaction volume, regulating cash flow and improving customer satisfaction. Imagine the advantage of billing your customer immediately instead of waiting days or weeks for close out information."

"Not only is FleetBOOK a great product for us, but it is also highly beneficial to our affiliates," Rose said. "They can concentrate on ride performance and customer service, knowing that the product is providing them with the most reliable and up-to-date information."

About Flyte Tyme Worldwide

Flyte Tyme Worldwide is listed among the top 15 largest limousine services in the U.S. and offers a wide range of services and vehicles for corporate and retail customers. CEO Timothy Rose, a recognized industry leader, is currently president of the LANJ and an active member of the limousine community. For more information, visit www.flytetymelimo.com.

About FleetBOOK

FleetBOOK is an open system that allows limousine service providers to manage farm-out data among affiliates using dissimilar systems. Software partners include Livery Coach, ULS, Trip Tracker, FASTRAK and LMS Gold among others. For more information, visit www.fleetbook.com.

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