



For Immediate Release

Contact: Chris Doerr
Fairway Aviation
414.305.2158
chrisd@fairwayaviationgroup.com
www.fairwayaviationgroup.com

Fairway Aviation Launches Aviation Blog: flyhighjets.com

Libertyville, IL; July 7, 2009—Expanding its use of advanced Internet technologies, Fairway Aviation Group, LLC announced the launch of flyhighjets.com an aviation social media blog, targeted toward owners, operators, buyers and sellers of business aircraft. The blog invites visitors to comment on everything from business aviation industry trends, market opportunities, re-sale patterns, aircraft market studies, guidelines on buying, selling and trading aircraft and other timely topics.

Fairway Aviation adds flyhighjets.com to its umbrella of forward-thinking marketing tools identified as Fairway Technologies. Fairway Technologies assist clients in selling aircraft through the specialized use of Internet marketing, market analysis, search engine optimization, Google analytics, traditional print and proprietary databases, and now flyhighjets.com

Business aircraft owners and operators now have the ability to learn what potential buyers and sellers are thinking and responding to in “real time.” Flyhighjets.com provides some of the most immediate feedback and valuable information available in the business aviation marketplace.

“The objective of flyhighjets.com is to present topics and issues relevant to the aviation industry, and then listen to what people involved in the industry think is important,” said Christopher Doerr, Jr. “We want to keep our finger on the pulse of the industry, listening to the reliable perspectives and voices of people who understand business aviation.”

Estimates show that 93% of aircraft buyers and sellers in the United States, and 80% globally conduct Internet research prior to completing a transaction. And, in the search for more information, many access social media sites to assemble first-hand knowledge on products and services. As a knowledge-based blog, flyhighjets.com invites site visitors to contribute as well as learn from others in the industry.

“The upshot for our launch of a social media site is we get people engaged in meaningful exchanges where knowledge creates a win-win situation for all involved,” explains Doerr.

Fairway Aviation Group specializes in the buying and selling of business aircraft for discriminating clients worldwide. Our professional, client-focused approach is unique and involves the use of new technologies to bring buyer and seller together – wherever in the world they may be. With 10+ years of industry experience and the advantage of real-time information regarding the current aircraft market, we can accurately value the aircraft being bought or sold and complete a successful transaction in the shortest possible time.

For more information regarding this PR contact Chris P. O’Leary at www.setupmybrand.com or cpoleary@setupmybrand.com.

– XXX –

Bringing new technologies to the science of aircraft marketing.