

for immediate release



Contacts: Andy Matthews, Director of Business Development, Private Pilot, Professional Golfer
John Burnside, Director of Technology, Custom Web Application Developer

Email: contact@iFlightPlanner.com

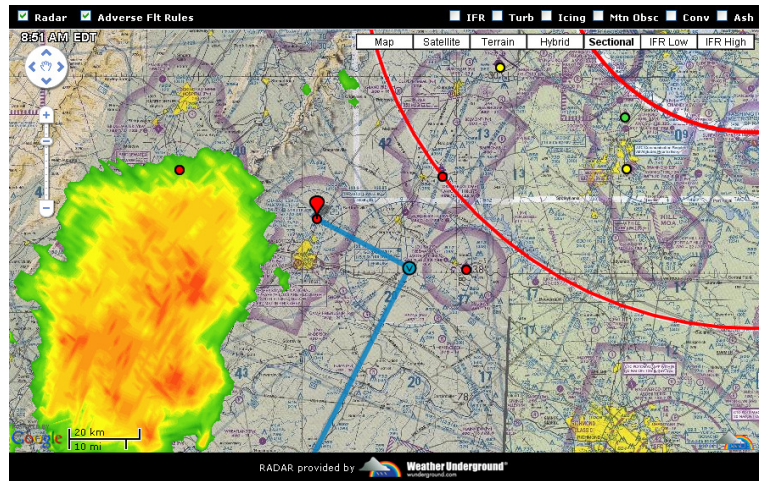
Toll Free: (888) 712-2017

iFlightPlanner.com Launches FREE Online Flight Planning Utility

Ann Arbor, Michigan – iFlightPlanner, LLC unveiled its newest and most comprehensive web and mobile-based flight planning utility, **iFlightPlanner.com**, this week to exceptional reviews from experts throughout the aviation industry. iFlightPlanner.com debuted at the February 2010 Great Lakes Aviation Conference, at which time, KillerStartUps.com announced, "The way in which (iFlightPlanner) simplifies everything is just astonishing!" This latest release allows pilots FREE access to a full array of flight planning tools, which compliments iFlightPlanner's existing Premium package designed for users who want additional safety and online logbook features.

iFlightPlanner.com features an unprecedented and easy-to-use flight planning wizard that guides pilots through critical flight planning tasks, including route planning, certified weather briefs, weight & balance calculations, and filing FAA flight plans. Average flight planning time with the wizard requires less than 10 minutes, and upon completion, users simply print a customized cockpit report that contains the latest weather, communication frequencies, weight & balance results, and a detailed navigation log. To streamline flight planning, pilots have access to iFlightPlanner.com's database of nearly 500 aircraft and can add up to 5 different aircraft profiles to their accounts.

Andy Matthews, iFlightPlanner.com co-founder, private pilot, and professional golfer, notes, "We wanted to create a flight planning environment where pilots can be confident that they've properly fulfilled their duties as pilot in command during the pre and post-flight planning processes. With our latest release, we've integrated the latest Google Maps API to display custom and auto-generated routes over seamless VFR and IFR charts with animated RADAR, color-coded METARs and TAFs, and graphical AIRMETS, SIGMETs, and TFRs. The flight wizard is so simple to use it virtually eliminates the possibility that a pilot will overlook a critical step in the flight planning process."



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Additional iFlightPlanner.com features include:

- Detailed navigation logs, certified weather briefs, and flight plan filing via DUATS;
- Searchable Airport/Facility Directory complete with airport diagrams and procedure plates;
- Detailed Flight Instructor Directory providing CFIs opportunities to build their student base;
- Full-featured mobile.iFlightPlanner.com accessible from any internet capable device.

All these features are FREE to anyone who registers for the service, yet iFlightPlanner.com also offers Premium memberships starting at \$9.95 per month, \$24.95 quarterly, or \$89.95 annually, which include value-added features such as a graphical weight & balance calculator and enhanced online logbook. All users have access to **iFlightPlanner Mobile** via **mobile.iFlightPlanner.com**, a full-featured mobile interface that is accessible from any web enabled mobile device.

Julia Cherry, a certified instrument flight instructor from Brighton, Michigan was quoted as saying, "I love (iFlightPlanner)! It truly is a one stop flight planning tool with dependable information and ease of use. I don't have to sit on the phone trying to keep up with my fast talking (weather) briefer. Instead I can read through the info at my pace and go back to anything anytime!"

This instructor is not alone. According to the EAA's 2010 Average Aviator Survey¹, 63% of surveyed pilots said weather close to the minimums make them nervous, and only 45% would cross one of the Great Lakes, which points to the importance of iFlightPlanner.com's safety, planning, and weather information features.

iFlightPlanner.com's Co-founder and Director of Technology, John Burnside, notes that while market response to the latest upgrade has been tremendous, product development will never switch over to autopilot. "Our goal is to continually develop technology that reaches out to the multiple data sources a pilot would typically access to plan a flight, and consolidate that information into one complete, yet efficient online utility that allows pilots to fly safer and better informed. We will always continue to reach out to the aviation industry, including student pilots, instructors, flight schools, FBOs, air traffic controllers, corporate and general aviation pilots, and FAA examiners for their input and feedback on new product developments."

For additional information and to subscribe to iFlightPlanner.com's FREE or Premium package, visit <http://www.iFlightPlanner.com>.

¹ Shapiro, Steve. "2010 Survey of the Average Aviator." EAA Sport Aviation November 2010: 46-51

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About iFlightPlanner, LLC

iFlightPlanner LLC is headquartered in Ann Arbor, Michigan. The company was formed in 2009 by co-founders Andy Matthews, John Burnside, and their fathers, Jerry Matthews and Bob Burnside. The idea behind iFlightPlanner.com was born shortly after professional golfer, co-founder, and University of Michigan alum Andy Matthews earned his private pilot's license in the fall of 2008. In the process of planning for a flight out of Ionia County Airport (Y70) to do some sight-seeing with his dad, Andy found it necessary to visit multiple aviation-related websites to gather weather information, plan their route, retrieve a certified weather brief, compute weight & balance, and file their flight plan with the FAA. Jerry noticed the amount of time Andy spent to properly plan for their flight and suggested there needed to be a simpler way for pilots to complete these critical pre-flight tasks. With the idea in hand, Andy contacted his college roommate John Burnside, founder of Huron One Solutions, a custom web application development firm based in Ann Arbor, Michigan, and together they laid the foundation for what is now iFlightPlanner.com. With continued feedback from the aviation community combined with an emphasis on efficiency and pilot safety, iFlightPlanner is quickly becoming the premier flight planning resource for pilots and aviation enthusiasts alike!



"You can never have too much information while planning a flight, and the number of places needed to gather this info can be overwhelming. I now have it all in one location. This is one powerful tool that provides airline quality dispatch services to the general aviation pilot, even while on the go. Others have tried to offer this, but none have had it as easy to use as iFlightPlanner.com!" - Tim W., Private Pilot