



UTILITY AIR BOLSTERS MARKETING EFFORTS IN THE PACIFIC WITH NEW WEBSITE

- **Utility Air launches a major sales and marketing push in the Pacific**
- **The website is part of a regionalized sales and marketing strategy that is producing strong international demand and acceptance**
- **The website highlights the company's new brand identity and focuses on its ability to deliver new Viking aircraft, used working aircraft and customer support in the region.**

SYDNEY, March 19, 2015 – Utility Air Pty Ltd (“Utility Air”), exclusive sales agent for the Viking Twin Otter Series 400 today announced the launch of its new regional website as part of the major sales and marketing push in to Australia, New Zealand and the Pacific. The company has seen a significant increase in interest the Twin Otter aircraft following the Avalon Air Show and its recent high profile sale of a new Viking Series 400 to Fiji.

The website (www.utilityair.com) is modelled and styled along the lines of Viking Air Limited’s corporate brand identity. This regionalized sales and marketing strategy is delivering results beyond expectations for Viking. On the website, customers can see the capabilities of the Viking Series 400 Twin Otter, see stunning visuals, internal 3D renderings, and learn more about preowned working aircraft and financing options. The website is optimized for seamless access across a range of devices and is well integrated with social media networks.

“Viking is supplying what the market wanted - a new version of the legendary Twin Otter aircraft,” said Utility Air Managing Director Stephen Pembro. “I truly believe this is the hardest working aircraft in the world and our new website will allow us to spread the word across the Pacific region. Come and see why the new Viking Series 400 is a game changer for companies who want to operate in rugged conditions with unparalleled levels of safety and economy. And contact us through the website for all your aviation needs in this exciting segment of the market; finance, lease, support and both new and used...we have you covered.”

“Utility Air is doing an excellent job representing the Viking Twin Otter Series 400 aircraft thus far, as evidenced by their marking a new sale in the region,” stated Evan McCorry, Viking Vice President of International Sales & Marketing. “We’re pleased with the efficiency and effectiveness that their new website brings to our marketing efforts, while maintaining the Series 400 Twin Otter’s global brand.”

About Utility Air:

Operating from corporate headquarters in Sydney, Australia, Utility Air provides unparalleled turn-key aviation solutions throughout the Pacific region, including aircraft brokerage, sales, and acquisitions for both new and pre-owned aircraft. Specializing in utility work-horse aircraft, Utility Air is the exclusive distributor for the Viking Twin Otter Series 400 aircraft in the South Pacific.

About Viking:

The Series 400 Twin Otter is the best-selling next generation turbo-prop aircraft in its class, with Viking aircraft sold and delivered to 27 countries worldwide. Viking provides OEM support for the global fleet of de Havilland

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legacy aircraft (DHC-1 through DHC-7) and forms part of Westerkirk Capital Inc, a Canadian private investment firm with substantial holdings in the hospitality, aviation, and real estate sectors.

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