



FOR IMMEDIATE RELEASE:

TWC and HeartlandAir sign a Strategic Services Agreement

London, 24 November 2008 — Trans World Consulting Limited today announced it has entered into a Strategic Forecasting Services Agreement with The HeartlandAir Group, a consortium of investors pursuing commercial opportunities for a new regional airline based in the Midwestern United States. Under the arrangement, TWC will provide strategic forecasting support and in-depth studies of future air travel trends in the region. In addition, TWC will provide on-going public policy, management, and legislative support for the HeartlandAir Group as it develops.

“While the aviation sector has many variable and competitive demands, we believe that there is still room for regional players who can provide customers with a unique proposition. We are looking forward to partnering with HeartlandAir, and providing our strategic services,” said Carter Stewart, Managing Director, TWC.

“One of the biggest mistakes made in the airline business is continuing to rely on old paradigms and processes and expecting a different result. TWC presented us with a unique opportunity to step away from some of the traditional views of the commercial aviation sector. Carter and his team can provide us with proven industry expertise and a compelling vision of the future. We are not talking about just the next ten years. We need to understand what the impact of current trends in aviation technology and distribution could have on our plans twenty years from now. This new input will strengthen our traditional strategic planning model by challenging us to truly think outside our comfort zone. With this new layer of strategic thinking, we are challenged to become more aware of the potential economic, political and marketing trends. This offers us an opportunity to be more of a market leader than a market victim,” said Thomas West, Manager of Strategic Services at The HeartlandAir Group.

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