

**A NEW WAY TO TRAVEL TO MALLORCA AVAILABLE SOON
MALLORCA TO BE PILOT DESTINATION
VICTOR SIGNS UP ISLAND'S LEADING TOURISM INDUSTRY PARTNERS**

VICTOR

THE PRIVATE JETSHARE COMMUNITY

A new way to travel in style to the island from Mainland Spain, Germany and the UK will be available soon under the new brand name of VICTOR – THE PRIVATE JETSHARE COMMUNITY – www.flyvictor.com. VICTOR will be the first community network and trading platform which is designed to make a seat on a private jet a realistic and affordable option for discerning home owners and visitors to the island from around €895 one way on the pilot route to Palma from the UK and Germany.

VICTOR has been developed by Clive Jackson, digital marketing entrepreneur and Mallorca home owner, who became frustrated by the inconvenience involved in having to fly from congested airports on low cost airlines each time he visited Mallorca. He has spent the past 12 months in research and development to bring to the market a completely new online proposition which uses smart technology to aggregate demand for private jet travel, thereby substantially reducing the cost for all passengers.

Jackson has been overwhelmed by support for his idea received through his research portal (www.flyingmallorca.com). The business model and new branding received strong approval at recent focus group sessions of pre – registered VICTOR members in both Palma and London.

Over the past month Jackson has been in discussions with the island's prestige hospitality and real estate brands. Collaboration agreements are now in place with La Residencia, Read's Hotel, The Gran Hotel Son Net, Engel & Völkers Real Estate, Grupo Tristán, Hotel Tres, Hotel Son Brull, Jumeirah Port Soller, Sloane Helicopters and more will follow.

Jackson commented; "the level of support we are receiving from both customers and partners for VICTOR is tremendous. We have decided to use the Balearics as the pilot destination and will follow shortly with routes throughout Europe and beyond"

To date, VICTOR has received several hundred registrations for membership from frequent travellers, many of whom fly between 6-8 times per year. A number of these have been invited to participate in a closed user launch of the live site from December. The public launch will be in early 2011 when the route network will be expanded to include other major European destinations.

Further information is available on: www.flyvictor.com.

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BACKGROUND NOTES – CLIVE JACKSON

Clive Jackson is a serial entrepreneur and highly successful digital marketing expert with a stable of successful companies under his ownership. He has developed and implemented global online customer relationship marketing and inventory management systems for prestige brands such as Bentley and Jaguar. By tapping into the technology and marketing expertise that resides in sister companies Global Beach and Autotorq.com, he has been able to combine a smart trading platform with a compelling consumer proposition to give VICTOR a significant advantage.

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