AvFinity Announces Preferred Partner Status with SITA

AUSTIN, TX – January 31, 2011 - AvFinity today announced that it was selected as a preferred partner of SITA's innovative, cost-effective and comprehensive operation-critical communications solutions to the air transport community in North America.

The combination of SITA's messaging services with the AvFinity technology's capacity to link disparate communications systems will provide North American customers with a complete solution that responds to the customer need for data exchange within the air transport industry.

Under the agreement, AvFinity will promote SITA Type B messaging services as a component of the communications solutions it provides to regional and low cost carriers as well as airports in North America.   SITA's offerings available to AvFinity as a preferred partner include Type B, Type X, and EDI messaging; SITATEX; and SITATEX software development kit.

SITA is the world's leading specialist in air transport communications and IT solutions. SITA has a comprehensive portfolio of air transport messaging products and capabilities that enable it to deliver more than five billion industry-standard messages a year to more than 2,000 customers and tens of thousands of users worldwide, making SITA the provider of the world's most extensive air transport network and community messaging system.

AvFinity, headquartered in Texas, is a data communications/data integration company that specializes in providing the aviation community with multiple solutions that promote successful flight critical communications. Its powerful patent-pending software technology runs on an industry-standard Cisco router marketed as the AvFinity Integrated Router Solution (AIRS).

AIRS was architected by   a product team with a century of combined aviation messaging experience. It is a highly reliable and consistent innovation as proven through thousands of hours of operation in today's flight environments. AvFinity's unique technology approach allows AIRS to be deployed rapidly without any changes to a carrier's existing IT infrastructure.

"We are very pleased to begin a new partnership with AvFinity," said Sandra Girona, SITA's Regional Vice President, North America Sales and Relationship Management. "The worldwide network and messaging capability of SITA combined with the problem-solving capabilities of AvFinity will offer an efficient communications team for the benefit of the North American air transport industry community."

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About SITA: SITA is the world's leading specialist in air transport communications and IT solutions. SITA delivers and manages business solutions for airline, airport, GDS, government and other customers over the world's most extensive network, which forms the communications backbone of the global air transport industry. SITA's portfolio includes managed global communications, infrastructure and outsourcing services, as well as services for airline commercial management and passenger operations, flight operations, aircraft operations and air-to-ground communications, airport management and operations, baggage operations, transportation security and border management, cargo operations and more. With a customer service team of over 1,900 staff around the world, SITA invests significantly in achieving best-in-class customer service, providing integrated local and global support for both its communications and IT application services. SITA has two main subsidiaries: OnAir, which is the leading provider of in-flight connectivity, and CHAMP Cargosystems, the world's only IT company dedicated solely to air cargo. SITA also operates two joint ventures providing services to the air transport community: Aviareto for aircraft asset management and CertiPath for secure electronic identity management. SITA is one of the world's most international companies. Its global reach is based on local presence, with services for over 550 air transport industry members and 3,200 customers in over 200 countries and territories. Set up in 1949 with 11 member airlines, SITA today employs people of more than 140 nationalities, speaking over 70 different languages. SITA had consolidated revenues of over US$1.49 billion in 2009.   For further information go to http://www.sita.aero.

About AvFinity: AvFinity makes aviation communications and integration consistent and reliable. AvFinity has multiple communications solutions including AIRS™--the AvFinity software technology residing on an industry-standard Cisco router. AIRS, built by a product team with a century of combined aviation messaging experience, provides solutions that are proven through thousands of hours of operation in actual flight environments. In addition, AIRS is flexible enough to support all communications types and protocols while easily handling the frequent changes and additions to messaging and communications systems that carriers experience. Because of its standards-based design, AIRS is implemented quickly and without any impact to a carrier's existing IT infrastructure. For more information on all AvFinity's services, visit http://www.avfinity.com.

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