

DEL MONTE AVIATION (MRY) BECOMES AVFUEL'S LATEST BRANDED FBO -- BRINGING 50 YEARS OF EXPERTISE TO THE AVFUEL NETWORK

MONTEREY, CA / September 08, 2011 / GENERAL AVIATION NEWS / Avfuel Corporation will add fuel products and customer solutions - including the AVTRIP rewards program - to the current array of services offered by Del Monte Aviation. Based at California's Monterey Peninsula Airport, Del Monte Aviation is the latest FBO to join the Avfuel network of branded dealers.

Del Monte Aviation is an established FBO with over 50 years serving domestic and international aviation customers. Founded to serve the needs of high-end clients traveling to Pebble Beach, Del Monte Aviation is exemplary among executive terminals. The FBO is regularly recognized by *Aviation International News* as one of the highest-ranked FBOs in the Americas in the magazine's annual pilot survey.

Del Monte Aviation's flawless reputation among pilots and passengers alike is attributable to stellar customer care, a wide range of capabilities and a variety of amenities. "We do whatever it takes to make our customers happy," said Marilyn Sullivan, Customer Relations Manager of Del Monte Aviation, who explained that a desire for a partner with an understanding of quality service drew Del Monte Aviation to Avfuel. "Avfuel has a great reputation and wonderful people to work with," she said. "The marketing, promotions and the AVTRIP program among other things definitely give us the feeling of being supported."

"Avfuel is thrilled to work with Del Monte Aviation to provide guests of Monterey Peninsula Airport with a combination of products and services that will greatly enhance their FBO experience," said Avfuel Director of Marketing Marci Ammerman.

Del Monte Aviation offers flight-planning facilities, courtesy and rental cars, wireless internet, golf discounts, and a full array of services for their customers. Del Monte Aviation briefly operated as Million Air Monterey before returning to their roots - including the original name - in 2008.

Monterey County is a favorite California travel destination, boasting access to beaches, the famed Pebble Beach golf courses and vineyards of Monterey County. Popular attractions include the renowned Monterey Bay Aquarium and Cannery Row, made famous by writer John Steinbeck. Large meeting and conference facilities attract business travelers as well as those seeking rest and relaxation.

ABOUT AVFUEL CORPORATION

Avfuel provides fuel and services to the global aviation industry and is the leading independent supplier in the United States. Established as a supply and logistic company nearly 40 years ago, Avfuel is core competent in every aspect that surround the delivery of fuel - from refinery to wingtip. Our diverse market of customers include: fixed base operators, airlines, freight companies, corporate flight departments, military special operations and helicopter operators. Avfuel combines global access with personalized service throughout a fueling network over 2000 locations worldwide and 600+ Avfuel branded dealers and offers business solutions such as AVTRIP, an established, recognized pilot incentive program; the jet fuel savings program Avfuel Contract Fuel and Avplan, a flight-support and trip planning company for domestic and international customers. Our 100% dedication to aviation demonstrates our passion and commitment to a global community that prospers on the movement of goods and services around the world.

Contacts: - Del Monte Aviation:

Marilyn Sullivan, Customer Relations Manager, 831-373-4151
URL: www.dma-mry.com

- Avfuel Corporation:

Marci Ammerman, Director of Marketing, 1-800-521-4106 or
mammerman@avfuel.com, URL: www.avfuel.com,
www.facebook.com/avfuel, Twitter: @Avfuel

**Good News! We are now an Avfuel dealer.
Check with us to see if we are running any promotions.**

IT'S AVTRIP. ACCELERATED.

The AVTRIP program is Avfuel's way of saying THANK YOU for flying within our FBO network. As a registered participant:

Earn AVTRIP points each time you refuel at one of over 500 participating FBOs.

Get to your award faster by accelerating your points at 8%, 10% and 12% annual rate compounded quarterly.

How DO AVTRIP REWARDS WORK?

Earn two (2) points per gallon or 1 point for every 2 liters each time you refuel at an FBO offering the AVTRIP rewards program. Points are awarded on retail and contract fuel purchases* at participating Avfuel branded locations.

Earn 1 point for every dollar on any international service arranged with Avplan Trip Support.

AVTRIP offers frequent promotions for bonus points and has many non-fuel earning opportunities - so points accumulate fast.

HOW DO I EARN REWARDS?

AVTRIP points begin growing the moment they hit your account. The speed at which they multiply is up to you.

You choose your Redemption Schedule and the corresponding Point Acceleration Rate is applied.



At the end of each quarter your Accelerator Points are added to your account. When your AVTRIP account reaches 5000 points and based on your personal redemption schedule your award is automatically sent to you. Each five thousand (5000) points equals a \$25 award.

The L-O-N-G-E-R you let your points stay in your AVTRIP account, the faster they grow.

NEW MEMBERS RECEIVE 500 AVTRIP POINTS AUTOMATICALLY

**Some locations do not offer AVTRIP points on contract fuel purchases. Please consult the Avfuel website or digital application for participating locations.*



**EARN POINTS FASTER.
APPLY TODAY!**