

ONAIR EXPANDS SERVICE CAPABILITY

New management position created to foster mobile network operators' interest

Geneva, Switzerland, 10 February 2010. OnAir today announced the appointment of Richard Briffod as the company's new Director of Business Development for Mobile Network Operators.

Reporting directly to OnAir CEO Benoit Debains, Richard heads up Mobile OnAir Advanced Inflight Applications as well as the development and implementation of strategic partnerships with Mobile Network Operators worldwide – a new area of focus within the company.

“We are looking to establish new forms of cooperation with Mobile Network Operators and Richard's appointment will be key in achieving this,” said Debains. “He brings both knowledge and deep experience of the telecommunication industry – especially of mobile network operators. He will be a real asset at this exciting time. This new OnAir initiative towards mobile network operators will strengthen our delivery of advanced connectivity solutions to travellers worldwide,” he said.

Before joining OnAir, Richard spent more than ten years as a strategy consultant and marketing executive in the technology, telecommunication and media industry, working for Monitor Company and Oliver Wyman. Over the last five years, Richard worked for Orange Switzerland as Marketing Director for consumer and business to business markets.

Richard graduated from Paris-HEC (International Business School) in Business and Administration and holds a Master's degree in Media and Entertainment from Paris-Sorbonne University. A French national, he currently lives in Lausanne.

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About OnAir

OnAir is the leading provider of inflight communications, enabling passengers to stay connected during their flight, and airlines to offer new services and generate additional revenues. Present on four of five continents, OnAir provides the only air-travel industry sponsored solution, now available to regular and low-cost airlines, to private and corporate jets, on Airbus and Boeing aircraft, and on long and short-haul flights. OnAir is the only provider of services based on SwiftBroadband, the latest high-bandwidth satellite technology from Inmarsat, which offers GSM and GPRS for voice, data and Internet.

OnAir was incorporated in February 2005 and is owned by SITA, the leading IT solutions provider to the air transport world and Airbus, the leading aircraft manufacturer. OnAir is a member of the GSM Association and an Inmarsat Distribution Partner for SwiftBroadband services.

More information about OnAir is available at www.onair.aero

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