



News Release

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Hawker Beechcraft Fires Back at Media and Politicians on Business Jets

Supports corporations who rely on business aviation to succeed

WICHITA, Kan. (Feb. 18, 2009) – Many of America’s most successful companies are under fire for owning business aircraft. They still need to fly and Hawker Beechcraft Corporation (HBC) is here to help. In its latest advertising campaign, HBC reaches out to corporations who are under intense pressure to divest their business aircraft.

“Many in the media and some politicians have misrepresented business aircraft as a symbol of excess instead of an increasingly necessary business tool,” said Charles Mayer, vice president of Marketing at HBC. “This negative stereotype is damaging the ability of American corporations to compete globally and, at the same time, jeopardizing thousands of American aviation jobs.”

“Frankly, we are puzzled by this approach given the importance of aviation to the American economy,” Mayer said. “It not only represents more than 5.5 percent of total GDP, but is an industry that America dominates globally. It is time to embrace our strongest industries, not destroy them.”

In the first of a series of advertisements, HBC pens an open letter to Starbucks sharing support for the company’s business aircraft needs via the headline, “Dear Starbucks, You Still Need To Fly. We’re Here To Help.”

“Starbucks is a uniquely American success story with thousands of locations in more than 40 countries,” Mayer said. “Like most successful corporations, Starbucks relies on business aircraft

to manage and grow its business worldwide. We are here to help them fly even more efficiently than before by showing them how to right-size their flight department.”

For example, like larger, much costlier aircraft, the new Hawker 4000 is ideally suited to intercontinental flights. With its industry-first composite construction that is lighter and stronger than aluminum, and its ability to carry eight passengers in stand-up, stretch-out comfort, the Hawker 4000 does most of what many corporations' bigger jets do, but at half the price.

“By right-sizing their fleet to the revolutionary Hawker 4000, Starbucks would give up almost nothing in capability, but gain a dramatic increase in efficiency – something the media, politicians and even their shareholders will appreciate,” Mayer said.

HBC's advertising campaign will break on Feb. 19 in national business publications including the *Wall Street Journal*, *Investors Business Daily*, *Financial Times* and others.

Hawker Beechcraft Corporation is a world-leading manufacturer of business, special mission and trainer aircraft – designing, marketing and supporting aviation products and services for businesses, governments and individuals worldwide. The company's headquarters and major facilities are located in Wichita, Kan., with operations in Salina, Kan.; Little Rock, Ark.; Chester, England, U.K.; and Chihuahua, Mexico. The company leads the industry with the largest number of factory-owned service centers and a global network of more than 100 factory-owned and authorized service centers. For more information, visit www.hawkerbeechcraft.com.

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