

# PRESS RELEASE



## CitationShares jets above the rest by partnering with bubblebox:media

*CitationShares, a leader in fractional jet ownership, jet card membership and whole aircraft management, has chosen bubblebox:media, a Vancouver-based vendor of Intelligent Email Marketing software, to engage with its customers through use of smartMARKETER email technology.*

**VANCOUVER, Canada – July 09, 2009** – bubblebox:media, a specialist in enabling intelligent permission-based email marketing, has been appointed by CitationShares, a leader in exclusive products and innovative programs within the private jet travel industry, to provide an innovative email marketing solution focused on increasing customer acquisition and loyalty.

CitationShares is an industry leader offering individuals and businesses the advantages of private jet travel through its innovative fractional and whole-aircraft ownership programs, Citelines and JetForth, and through its unique Vector Fleet JetCard, which allows customers access to its entire fleet of Citation aircraft on an hourly basis. Developing a more comprehensive communications strategy is seen by CitationShares as a key component of both retaining the highest customer retention rate in the industry, as well as attracting new customers.

CitationShares will employ bubblebox:media's consultancy services and email platform smartMARKETER to create, segment, schedule, execute and report on its comprehensive permission-based email marketing campaigns. The software will help CitationShares improve communications with its customer database by utilising behavioural data to connect and engage with its customers at a personalized level.

Renee Levine, VP Marketing at CitationShares said: "We selected bubblebox:media and the smartMARKETER system due to its ease of use, capability to integrate with both our in-house Oracle and Salesforce database and its ability to personalise communications with our customers."

Renee continued: "At CitationShares, our mission is to consistently deliver a superior service and we constantly strive to improve the relationships we enjoy with our customers. We perceive our business relationship with bubblebox:media as a way facilitate this key objective in providing unparalleled customer service and meaningful communications to our customers."

Tracey Gordon, Client Services Director of bubblebox:media, said: "We are delighted to add CitationShares to the high profile users of our email marketing technology and consultancy services, all of which will enable them to better communicate and cement relationships with their existing and future customers."

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### **About bubblebox:media**

bubblebox:media is a provider of Insightful Email Marketing technology and consulting services that seeks to enable businesses to communicate intelligently with their customers and prospects. Through the smartFOCUS DIGITAL platform, clients can easily create, segment, schedule, execute and report on all their Email Marketing campaigns. Whether using managed service or accessing on demand email marketing platform, bubblebox:media enable their clients to become Intelligent Email Marketers. Visit <http://www.bubbleboxmedia.com> to learn more about becoming an Intelligent Email Marketer.

**About CitationShares**

Founded in 2000, CitationShares is an industry leader offering individuals and businesses the advantages of private jet travel through its innovative fractional and whole-aircraft ownership programs, Citelines and JetForth, and through its unique Vector Fleet JetCard, which allows customers access to its entire fleet of Citation aircraft on an hourly basis. CitationShares works exclusively with Cessna's popular Citation jets - Citation Bravo, Citation CJ3, Citation XLS, and Citation Sovereign - which are serviced and maintained at the factory-level. CitationShares operates the youngest fleet in the air by the best pilots in the industry, while setting the standard for safety and customer service. CitationShares is majority owned and controlled by Cessna Aircraft Company, a Textron (NYSE: TXT) company. More information about CitationShares and its offerings are available at [www.citationshares.com](http://www.citationshares.com).

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