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For Immediate Release

THE AGE OF THE HOURLY RATE IS OVER

Sextant Advisory Teams with Analytical Management Techniques to Offer Financial I.Q. for Aviation.

SCOTTSDALE, Ariz., September 10th, 2009— Sextant Advisory has further enhanced its ability to improve the financial performance of business aviation operations. In collaboration with Analytical Management Techniques Corp, Sextant has developed a powerful tool called *Financial IQ for Aviation*, which provides unmatched knowledge to the aircraft owner, manager and operator. *Financial IQ* offers detailed, fully allocated profit and loss data for each flight segment – both looking forward (for developing quotations) and looking backward (for business analysis). *Financial IQ* gives detailed insight into the cost/revenue structure of any aircraft operation and enables Sextant to recommend immediate improvements to bottom line efficiency. It provides the ability to guide owner/operators in making informed business decisions. Simply put, *Financial IQ* for Aviation gives Sextant the most powerful aircraft management and analytic tool in the industry today.

“This is perhaps the greatest example of our firms’ dedication to providing game changing resources for the business aviation community. *Financial IQ for Aviation* is able to answer some of the hardest questions an aircraft owner or manager faces. The result is an entirely new perspective on critical issues of cost control, rate making, and comparative advantage” says Patrick Donaldson, a Sextant Advisory Principal. “Frankly, with *Financial IQ for Aviation*, the age of the hourly rate is over. Broad assumptions, industry averages and rules of thumb were necessary evils created to make up for a lack of costing precision and now, with the advent of *Financial IQ for Aviation*, they are obsolete.”

“*Financial I.Q. for Aviation* allows Sextant to provide the aircraft manager with a variety of financial products for the owner along with detailed P&L’s down to an individual trip segment. For the aircraft owner, this new tool can be used to audit operations and achieve a complete understanding of the efficiency of their aircraft’s usage” says Chris Crum, Sextant Advisory Founder. “We clearly understood the challenges and the opportunity, but it took a partnership with a nationally renowned leader in this field, Mr. Ron Meeks, CEO of Analytical Management Techniques, to bring Financial IQ for Aviation to reality.

“I’ve long believed that my work is directly transferable to the business aviation community but it wasn’t until I teamed with Sextant Advisory, that I was capable of developing *Financial IQ for Aviation* and also achieve the required industry credibility to bring it to market” says Ron Meeks. “When an aircraft manager or owner is provided a fully allocated P&L *for each flight segment*, using actual organizational costs instead of industry averages or rules of thumb, the implications are truly game changing” says Mr. Meeks. “With fully allocated P&L’s for each segment calculated, the analytical opportunities to answer a whole host of traditionally difficult questions becomes a relatively simple endeavor. But beyond that, Financial I.Q. allows Sextant to analyze an unlimited array of ‘what if’ scenarios and to advise the best course of action”.

About Sextant Advisory

Sextant Advisory, LLC is a global aviation professional services firm specializing in performance improvement, business development, interim management and international representation. Founded on the premise that business aviation is about more than just aircraft, Sextant Advisory believes aviation businesses need to employ sound fundamentals and best practices that are transferable from other industries. As such, along with the company’s four principals, it employs an additional 10 subject matter experts spanning all business disciplines. Sextant Advisory locations include United States, Latin America and Europe. For more information, please visit www.sextantadvisory.com.

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