

## **Pillar of Teterboro Airport Changes Name to "Meridian"**

*Evolution from Million Air Teterboro to "Meridian" unifies full spectrum of Aviation Services*

**May 22th, 2006 (Teterboro, NJ)** - Ken Forester, CEO of Million Air Teterboro, the longest continuously operating aviation services company in the NY Metro area, today announced the unification of all the company's operations under the Meridian brand, the final step in implementing its evolution to a full-service provider of aviation services at Teterboro.

Effective June 1st, 2006 the company will change its overall name and that of its FBO to Meridian Teterboro; and the aircraft maintenance division will change its name to Meridian Jet Center from Million Air Maintenance. Consistent with this, the company will adopt a new corporate identity system, including new branding treatments, logos, and new signage.

This change represents the final step of a process to evolve, broaden, and unify the company's operations. The new naming goes hand-in-glove with the company's move to its new state-of-the-art, 33,000 sq. ft. FBO and headquarters facility and with the new 40,000 sq. ft. hangar and maintenance shop, due to be completed in October, 2006, on the same site.

Forester said, "The name change to Meridian signals our rededication to delivering the highest levels of customer service in the NY Metro area, and to do so across a now full suite of aircraft services. For years, we have prided ourselves on our deep commitment to providing the ultimate customer experience through personalized service, highest quality maintenance and a truly welcoming environment."

The name and logo change, which will now apply to existing FBO and Maintenance operations, follows on the heels of the January, 2004 relaunching of the Charter and Aircraft Management businesses under the Meridian banner. As of June 1st, 2006, the transition will be complete, and all four operating divisions (Aircraft Charter, Aircraft Management, FBO, and Aircraft Maintenance) will have changed their names to Meridian.

"We have had a truly great experience and share some of the most memorable moments of our history with Million Air," said Forester. "We will continue to hold our former partners in that organization in nothing but the highest regard."

Forester continued, "Given our reshaping, and the broader role we aspire to at Teterboro going forward, we believe we need branding that allows us to be recognized for and better associated with the integrated array of FBO services, maintenance, aircraft management, and charter that we offer."

And while the new name might appear to suggest changes for customers at Meridian, just the opposite is true. The company's ownership, management, and support teams will remain the same, as will the company's grounding in and dedication to quality customer service.

Drawn from literal definitions as "the circle spanning the globe" and "the pinnacle of achievement," Meridian is meant to reinforce that dedication to remaining the service line by which all others are measured. "While the name and logo are new, our front-line and management teams remain unchanged," said Forester. "The smiles, the service and the welcoming attentiveness are all the same : everyone is still focused on delivering that one-of-a-kind experience our customers have come to expect. Betsy Wines, Steve Chandoha, and John Langschultz would have it no other way."

Meridian's new logo, depicting a jet plane circling the globe, is designed to symbolize the company's "full-circle" of business aviation capabilities as well as the unparalleled personal experience with which Meridian seeks to surround each and every customer.

### **ABOUT MERIDIAN**

Opened at Teterboro over 48 years ago, Meridian has been one of the pioneers of private aviation in the New York market. Known as General Aviation Company in 1958, Meridian specialized in aircraft maintenance and FBO services. The company expanded its capabilities over the years, adding charter, aircraft management and

aircraft detailing in recent years. With a rich heritage of local business aviation service, the Meridian team provides the best FBO amenities and service, customer service, aircraft support, aircraft charter, aircraft management, aircraft maintenance and aircraft detailing that Teterboro has to offer.

For More Information Contact:

Meridian

485 Industrial Ave

Teterboro, NJ 07608

[marketing@meridian.aero](mailto:marketing@meridian.aero)

[www.meridian.aero](http://www.meridian.aero)