

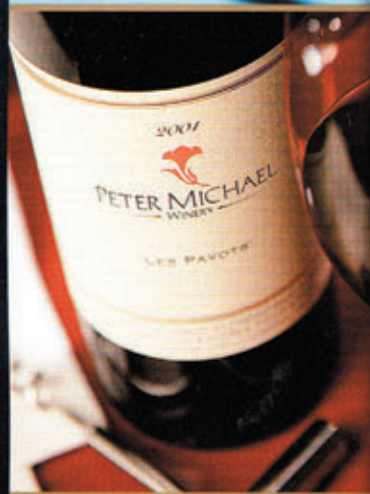
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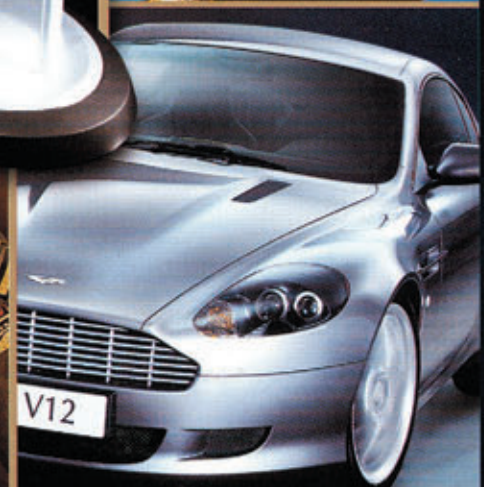
Robb Report

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JUNE 2005

Charter Brokers



SERVICE IS SOARING

Chartering an airplane can be an impersonal experience, according to **SkyBridge Private Air's** Michael Napoliello, the company's chairman and president. "I built the company for people like me who were not being served by either the airlines or other charter operations," he says. Seeing what he calls a "huge opportunity to serve high-net-worth individuals," Napoliello combined on-demand travel's no-commitment nature with his personal desire for service.

Unlike some other brokers, SkyBridge Private Air does not require any up-front membership fees or other financial commitments. Instead, customers pay only for what they fly, when they fly. Skybridge uses a network of some 80 vendors that it judges on the quality of the service they can provide, not the size of their fleets. For example, Napoliello is concerned with whether the vendor and its crews have familiarity with the route to be flown. "We generally talk to at least three potential vendors for a customer's given trip and classify them by their relative appropriateness," he says. The process does not always produce the lowest cost, but, he adds, Skybridge's prices always are in line with the current market.

"With Skybridge Private Air, our customers are not buying a share, but they are buying trust in our service and our value," says Napoliello. Although the company was founded only two years ago, it already is arranging some 35 flights a week, which clearly indicates that Napoliello's formula is working. —J.E.B.

*SkyBridge Private Air, 888.759.0001,
www.skybridgeprivateair.com*



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