

Dear Investors:

We hope this e-mail communication finds each of you safe and well.

We have had interaction with Southwest Airlines (SWA), Row 44 and our final CEO/COO candidate over the last 30 days. We did not go LIVE in July as we hoped, and as recent as Monday SWA asked us and Row 44 to do another retesting of the site due to a technical error on the checkout page for each city location and the Baltimore page having a Dallas deal mixed in with the Baltimore site. The errors were quickly fixed, but nonetheless, the head of the launch team with SWA, Angela Vargo, expressed concern with loading and programming and wants another test run and has agreed to do a call with SwiftAir and Row44 early next week. Additionally, the portal redesign of the entire SWA site on the planes has been pushed to August 31, 2013 from July 31, 2013 likely due to similar stringent review and subsequent testing necessary to ensure the new portal redesign functions 100%.

We are very thin on funds, however, as mentioned we have been working on Bridge Loan options. Simultaneously, we have been working on a next level CEO/COO for SwiftAir; who can invest personal funds and finalize the Bridge Loan necessary to complete the remainder cities once we achieve LIVE status in the initial 11 cities ready for rollout. We have general employment, board seat and other incentives agreed upon between the founders and the CEO/COO candidate. The final Bridge Term Sheet is forthcoming, to allow any current Series A investors to participate following initial funding by the CEO candidate and his close investment contacts. The CEO/COO candidate has an excellent management background, as well as a technical background and is very process driven and very strategic in negotiations and expansion of the talented SwiftAir team. The employees with SwiftAir are being offered an "idle time" package to keep them available to reengage when the site goes LIVE. We have entered these waters before and do not expect the "holding pattern" to last longer than 30 days allowing quick action to reengage the core team and continue to fulfill the revenue model by city.

When we release the Bridge Terms, we can then identify the CEO/COO candidate and review how his compensation package related to equity will be structured.

We wish our communication today was a "LIVE status" update; however, we remain confident this and many other success opportunities are forthcoming in the near future.

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