



NEWS RELEASE

For Immediate Release

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BREAKING PROGRAM FROM COLUMBIA HELPS AIRCRAFT OWNERS MOVE INTO NEW 350s AND 400s

February 3, 2006 – (Bend, OR) - Columbia Aircraft announced today an innovative new program designed to assist aircraft owners with the resale of their current aircraft so they can more easily step up to a new Columbia. The program is called "*Flip the Bird 1, 2, 3*" because it helps owners resell (flip) their current aircraft (the bird) as easy as "1, 2, 3."

Flip the Bird is an all encompassing program that logically and painlessly walks the aircraft owner through the process of reselling their aircraft by providing access to sales tools and aviation experts in various disciplines who can make the process seamless. *Flip the Bird* combines the efforts of reputable and successful national aircraft brokerages, aircraft finance experts, aviation insurance experts and free advertising. Never before has one company assembled such a comprehensive, yet simple program that makes it so easy for aircraft owners to realize the dream of owning a Columbia.

Key participants helping aircraft owners *Flip the Bird* include:

- **Columbia Resale** – Specializing in the resale of premium, pre-owned Columbia aircraft.
- **Alaris Aviation** – Specializing in the resale of all brands of pre-owned aircraft.
- **Columbia Aircraft Finance** – Providing free, no obligation loan pre-qualification.
- **Columbia Aircraft Owners Insurance** – Providing preferred rate quotes and higher liability limits to qualified new Columbia purchasers.
- **Advocate Tax Consulting** – Providing expert aviation taxation consultation.
- **Trade-A-Plane** – Providing three-months of pre-paid classified listings.

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"Demand for Columbia aircraft has increased exponentially over the past 12 months," stated Randy S. Bolinger, vice president of sales & marketing at Columbia. "Many owners are prepared to step up to a premium aircraft with greater speed and range, but first need to sell the aircraft they currently own – so we're making it easier to do just that."

The program is supported by a special section on the Columbia Aircraft Web site (www.flycolumbia.com/flipthebird123). On the site, visitors can take a fun and informative quiz that helps illustrate why they really need a new aircraft. Once an aircraft owner realizes that they are ready to own the "*Best of the Best*," Columbia will assist with the details so more pilots can realize the dream. After taking a demonstration flight in a Columbia 350 or 400, Columbia will ship a free aircraft detailing kit, free "For Sale" signs and prop banners and will even pre-pay for three months of classified ads in *Trade-A-Plane*.

"We're simply trying to help aircraft owners enjoy the two best days of their lives – the day they sell their current aircraft and the day they step up to a Columbia," Bolinger said.

Columbia Aircraft manufactures a variety of all-composite aircraft including the world's fastest certified piston aircraft – the Columbia 400. The Columbia 350, 350i, 350SL and 350SLX are normally aspirated, four-place aircraft with a cruise speed of 191 knots. The Columbia 400, 400i, 400SL and 400SLX are intercooled, twin-turbocharged, four-place aircraft certified to FL250 with a cruise speed of 235 knots. In addition to providing legendary performance, both models are renowned for their high level of standard equipment, quality and safety features, including dual electrical systems, dual wing spars and Utility Category certification.

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