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## **Universal Demonstrates ‘Success from the word Go’ in Orlando**

**Houston, Texas** – Universal Weather and Aviation, Inc. is once again a major exhibitor at the National Business Aviation Association (NBAA) 58th Annual Meeting & Convention, where the company is unveiling new services designed to meet its clients’ growing needs. Under the theme “Success from the word Go,” the Universal® exhibit will showcase the company’s expertise along with these new services, with the goal of becoming a vital extension of its clients’ flight operations teams.

The convention, held in Orlando, Florida, November 9 – 11, is the business aviation industry’s most prominent annual event, with more than 1,000 exhibitors. Universal® is showcasing new technology and services, including continuing to promote its full suite of start-to-finish trip support services.

“NBAA provides a wonderful opportunity to demonstrate what we do best,” said Pete Lewis, Director, Sales and Marketing. “Each year, we bring new innovations to the industry while maintaining our existing portfolio of services. We’re also excited that this year we’re unveiling our new brand which is designed to further increase positive awareness of Universal in the marketplace.”

The Universal Exhibit, #5784, will offer interactive demonstrations of the company’s enhanced online services – including UVtriplink<sup>sm</sup> and more – as well as information about the company’s discount fuel pricing program (UVair®), its international resources (UVglobal Network®), and most importantly, face-to-face discussions with Universal specialists.

Specific exhibit features include:

- Demonstrations of UVtriplink, the new full-service Web portal for registered users, providing access to services such as permits, Customs forms, ground handling services, fuel arrangements, and more
- Dedicated demonstration stations featuring UVflightplanner.com<sup>sm</sup>, UVdatalink®, the UVair Fueling Card, FlightPak® and more

~ more ~

- A complimentary copy of the 2006 *UVTripPlanner*<sup>sm</sup> – a single, portable source for airport information (civil, joint and military) worldwide, as well as Fixed Base Operators (FBOs) and ground handlers serving those airports. To receive the giveaway, guests at the Universal exhibit are asked to share what a successful trip really means to them.

“We’re asking our visitors to tell us in a few words – or even in one word – what their definition of a successful trip is,” said Lewis. “We’re hoping to engage our audience in an enjoyable way that gives us more information about what ‘success from the word Go’ means for our clients.”

Ultimately, such information could be used to further develop services and technology that continue to meet growing client needs. Guests who complete the survey can choose between the Worldwide, the North America, or Europe editions of the *UVTripPlanner*.

Universal welcomes visits, questions and comments from current and potential clients at its NBAA exhibit (#5784), or they can call (713) 944-1622 or visit Universal’s Web site at *universalweather.com*.

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At Universal Weather and Aviation, Inc., our goal is to become a vital extension of our clients’ flight operations teams. Universal<sup>®</sup> offers a wide range of services designed to provide business aviation operators seamless service from start to finish. Universal's wide range of services includes flight planning, weather briefings, online tools, the UVair<sup>®</sup> Fueling Card and the UVglobal Network<sup>®</sup>, UVdatalink<sup>®</sup> air-to-ground communication, and more.

Universal has been facilitating successful trips for business aviation operators since 1959. To learn more about Universal Weather and Aviation, Inc., e-mail *sales@universalweather.com*, or call (800) 231-5600 ext. 3300 (N. America Toll Free) or (713) 944-1622 ext. 3300 (Worldwide Direct).

Universal: Success from the word GO.