

WHEELS UP

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Wheels Up Announces WHEELS UP CARES Philanthropy Program; Introduces First-Ever **Teal Beechcraft King Air 350i Airplane in Support of Ovarian Cancer**

[Teal Plane](#) [Joins the Wheels Up](#) [Pink Plane](#)

NEW YORK — September 12, 2016 — Wheels Up Founder and CEO Kenny Dichter today announced the launch of [WHEELS UP CARES](#), a philanthropic initiative to raise awareness and funds for a cause important to the Company, and its members. Through the WHEELS UP CARES program, a Wheels Up Beechcraft King Air 350i aircraft is custom-designed to represent the established cause to enter the fleet—where it will remain indefinitely—as a flying symbol of each charity’s mission.

WHEELS UP CARES supports Ovarian Cancer Awareness Month in September with the first-ever [teal Beechcraft King Air 350i](#) joining the Wheels Up fleet benefitting the [Janet Burros Memorial Foundation](#). The inspiration for the [Teal Plane](#) comes from Janet’s children, Wheels Up members Chet Burros, and Mara and Ricky Sandler, who advocate in her honor as trustees of the Foundation.

The [Teal Plane](#) made its inaugural flight to the 19th Ovarian Cancer National Conference in Washington D.C., with ovarian cancer survivor and advocate, Sherry Pollex. Pollex and her boyfriend, NASCAR racer Martin Truex, Jr., are partners of Wheels Up in this endeavor.

“Just as Wheels Up has transformed private aviation, we set out to create an innovative way to inspire others to support great causes and ‘UP’ the way they care,” said Dichter. “We are a company with a social responsibility, and this effort reflects our commitment, and that of our members, to help make the world a better, safer and healthier place. It’s rewarding to see the impact that the WHEELS UP CARES aircraft have on the tarmac and in the air, flying from city to city to generate awareness for important causes all year long.”

Wheels Up will donate a portion of the fee for each membership purchased during the month of September 2016 to the Janet Burros Memorial Foundation. The Foundation was established to raise awareness and support the early detection, prevention and treatment of ovarian cancer; the funding recipient of the Wheels Up [Teal Plane](#) initiative will be the [Ovarian Cancer Research Fund Alliance](#).

“We are proud to be a part of the [Teal Plane](#) initiative and appreciative of Wheels Up for its support of a cause so close to our hearts,” said Mara and Ricky Sandler. We are in awe of the teal King Air 350i and hope it encourages people to support and donate to ovarian cancer research.”

“It’s time to bring attention to ovarian cancer, the most fatal form of gynecological cancer, which is commonly referred to as the silent killer,” said Chet Burros. “The [Teal Plane](#) serves as a tribute to all of the families who are affected by ovarian cancer and I am enthusiastic that our partnership with Wheels Up will make a difference by raising awareness and increasing support for needed research.”

The [Teal Plane](#) joins the Wheels Up [Pink Plane](#), a custom Beechcraft King Air 350i, now in its second year of flight. The [Pink Plane](#) continues to support the leading-edge work being done at [Dubin Breast Center of the Tisch Cancer Institute](#) at Mount Sinai in New York City, one of the world’s most renowned and advanced facilities.

For more information on WHEELS UP CARES, please visit www.wheelsup.com/wheelsupcares and follow the conversation through #WHEELSUPCARES.

About Wheels Up

Wheels Up is a revolutionary membership-based private aviation company that significantly reduces the upfront costs to fly privately, while providing unparalleled flexibility, service and safety. Created and led by renowned entrepreneur Kenny Dichter, Wheels Up offers guaranteed availability to its private fleet of new Beechcraft King Air 350i and Citation Excel/XLS aircraft to individual, family and corporate members. With the cutting-edge Wheels Up mobile app, members can seamlessly book flights, manage their accounts, participate in ride-share opportunities and select Hot Flights, a vast selection of one-way “empty leg” flights that are posted daily to the app and updated in real time. Members also have access to Wheels Down, a program featuring exclusive events and experiences, unique partner benefits and a full-service luxury concierge.

Wheels Up acts as agent for the Wheels Up members, and is not the operator of the program aircraft; FAA licensed and DOT registered air carriers participating in the program exercise full operational control of the program aircraft. Any aircraft owned or leased by Wheels Up are dry leased to the operating air carrier to facilitate operations by that carrier.

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