



P R E S S R E L E A S E

CINEFLEX PARTNERSHIP

June 19, 2008 - (Richmond, VA) - HeloAir, Inc. is proud to announce the formation of an aerial film production partnership with Aerial Filmworks. HeloAir is the largest helicopter operator in the Mid-Atlantic region, with extensive experience in aerial filming. As production work has moved into the high definition arena, HeloAir sought out a camera provider with proven experience and advanced technology. That partner was found in Aerial Filmworks. Whit Baldwin, president of HeloAir says, "It is a unique opportunity for our company to be partnered with such a high quality operation is Aerial Filmworks. Having access to their Cineflex High-Definition equipment expands our capability and helps us provide a greater range of aerial filming services to our client base."



The Cineflex HD gyro-stabilized system is lightweight, easy to install and provides absolutely smooth video. Unlike the heavy mass-gyro systems that alter the aircraft's flight characteristics, the Cineflex can be flown at maximum airspeeds. The military-spec gyro and micro-processor controlled motors remove all vibration resulting in rock-solid footage even in gusty winds.

Aerial Filmworks will also provide HeloAir's clients with Sony CineAlta SRW-1 recording decks and the latest Panasonic LCD HD monitors. The Cineflex V14 HD system delivers full-resolution 1920x1080 High-Definition video in a variety of formats and frame rates. Whit Baldwin adds "With the Cineflex and Sony CineAlta system, we'll be able to serve clients in all areas- documentary, entertainment, advertising and corporate."

Ron Chapple, president of Aerial Filmworks adds, "HeloAir's proven helicopter operations and their experienced film pilots are the perfect compliment for our Cineflex HD systems and services. With a fleet of nine helicopters, HeloAir virtually ensures that we can be available any future project."