



FOR IMMEDIATE RELEASE

AvGroup Forms New Company, Interline Archeology, Inc.

Miami, FL. - July 27, 2009

AvGroup CEO, Guy R. Booth, announced today the formation of a new **AvGroup** Company, **Interline Archeology, Inc. dba InterArc**.

InterArc's parent company, **AvGroup**, introduced an Interline Billing Recovery (IBR) service for global airline clients in early 2005 and rapidly established a competitive position in the market, combining in-house developed technology and revenue accounting expertise to capture the attention of the industry.

Booth pointed out that the IBR Service Division has been incorporated into the new company in order to take advantage of the excellent track record and growing client base of IBR as well as to position **InterArc** for future growth opportunities. The formation of the new company completes phase one of a strategic plan to brand the service and increase awareness in the market place. Phase one included a complete web site revision (www.avgroupinc.com) and the addition of a marketing and branding expert to the marketing team. David M. Tait, OBE joined **AvGroup** on July 15, 2009 as a senior associate specifically to guide **InterArc** to it's full potential.

As the name suggests, "**interline archeology**" is all about digging up lost treasures, in this case, the treasure to be recovered is interline revenue that has been lost to undiscovered over billing inaccuracies. What's more, if it's not retrieved within six months it will likely stay buried and lost forever.

According to Booth, with the Home Office located in Miami, Florida, USA and the BPO office established in Lima, Peru, **InterArc** is ideally positioned to take on the airline business challenges of today!

About AvGroup

AvGroup, based in Miami, Florida, provides B2B services and expertise, information and intelligence, web-technological solutions, and, B2C relationship management in five unique and diversified divisions for commercial aviation. **AvGroup** is an IATA Strategic Partner and a member of the Latin American and Caribbean Air Transport Association (ALTA).

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